

Discipline: Agriculture	Sub-discipline: Wine Education/Enology
General Course Title: Retail Wine Sales	Min. Units: 1.5 Semester
Proposed Suffix:	
<p>Course Description: The course includes basic knowledge of traditional wine sales including product knowledge (tasting), consumer buying, trends, and motivation of the consumer. Including retail/wholesaler relationships including what, how, and when to buy and pricing strategies. Must be 21 years of age.</p>	
Required Prerequisites or Co-Requisites ¹	
Advisories/Recommended Preparation ²	
<p>Course Objectives: <i>At the conclusion of this course, the student should be able to:</i></p> <ul style="list-style-type: none"> • Describe the nature of retailing. • Demonstrate the representation of a winery sales person in evaluating products to sell to a retailing establishment. • Develop an understanding of today's consumer. • Explore the influence of the press and wine competitions on the consumer. • Examine and critique major wine publications. • Describe the use of point of sale material. • Define the sources of the wholesale wine market (broker, wholesale distributor, and winery direct). • Describe effective buying techniques. • Discuss pricing strategies. • Present effective sales techniques. 	
<p>Course Content:</p> <ol style="list-style-type: none"> 1. Introduction <ol style="list-style-type: none"> a. Types of Retailers -- chain, independent, discounters, specialty stores, supermarkets, etc. b. History of Wine Retailing 2. Wine Evaluations <ol style="list-style-type: none"> a. Understanding wines b. Tasting and evaluating product 3. Define and Describe the Customer 4. Buying Habits of the Consumer 5. Influences on Consumer Buying <ol style="list-style-type: none"> a. Press b. Wine competitions c. Point of sale materials (shelf talkers, etc.) 6. Wholesale/Retail Relationships <ol style="list-style-type: none"> a. Define wholesale b. Building relationships <p>Retail Wine Sales (Content Continued)</p>	

¹ Prerequisite or co-requisite course need to be validated at the CCC level in accordance with Title 5 regulations; co-requisites for CCCs are the linked courses that must be taken at the same time as the primary or target course.

² Advisories or recommended preparation will not require validation but are recommendations to be considered by the student prior to enrolling.

- 7. Buying Techniques
 - a. How to buy
 - b. When to buy

- 8. Pricing Strategies
 - a. Mark-up
 - b. Discounting

- 9. Sales Techniques
 - a. Salesman/customer relationships
 - b. Closing the sale

Laboratory Activities: Individual Laboratory Activities are designed to support course objectives.

Methods of Evaluation: Lecture Comprehensive Quizzes and Exams Written Critical Thinking Scenarios Problem Analysis and Solution Research and Term Papers	Methods of Evaluation: Laboratory Laboratory Skill Validation by Observation Laboratory Reports Diagnoses and Problem Solving Laboratory Skill Practicum Certification Exams
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Typical Textbooks, Manuals, or Other Support Materials
THE WINE BIBLE: by Karen MacNeil, Workman Publishers, 2000

FDRG Lead Signature: _____ Date: _____

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