



The **Marketing and Sales of Food & Wine Certificate** program prepares students for a career involving selling wine to wholesalers, retailers, restaurants and the public. Students study marketing techniques, including packaging, pricing and branding of wines; explore the demographics of wine sales and marketing of brands throughout the world; and learn about compliance and government regulations. Students gain practical experience by working in retail sales, packaging, advertising and promotion of wine in our on-campus tasting room. Emphasis is placed on merchandising, marketing of products, labeling, online sales, inventory, government compliance, social media, and wine club. Additionally, students work at our interactive wine release events, and are given opportunities to work at many industry events throughout Seattle and Washington State.

**Program Contact – Professional & Technical Department**  
(206) 934-5394 | [SouthProfTech@seattlecolleges.edu](mailto:SouthProfTech@seattlecolleges.edu)  
**Future Students – Welcome Center**  
(206) 934-7943 | [southwelcomecenter@seattlecolleges.edu](mailto:southwelcomecenter@seattlecolleges.edu)  
**Current Students – Advising**  
(206) 934-5387 | [advisorsouth@seattlecolleges.edu](mailto:advisorsouth@seattlecolleges.edu)

**SAMPLE SCHEDULE**

*This schedule assumes a Fall Quarter start. If starting in a different quarter, please see your advisor for an updated education plan.*

**Quarter One**

- WIN 101: Intro to Enology and Viticulture ..... 4
- WIN 123: Sensory Evaluation ..... 4
- WIN 151: Introduction to Food & Wine Pairing ..... 4
- ENGL 107: Applied Composition ..... 5

**Quarter Two**

- WIN 132: Wine History ..... 4
- WIN 133: Introduction to Wines of the World ..... 4
- WIN 142: Wine Business – Winery Operations ..... 4
- SOC 253 or SOC& 101 (See advisor for additional options.) ..... 5

**Quarter Three**

- WIN 141: Wine Marketing and Sales ..... 4
- WIN 160: Sommelier Service and Beverage Management ..... 4
- WIN 257: Food & Wine Pairing: Cheeses & Desserts ..... 4

**Quarter Four**

- BUS 116: Business Math ..... 5

**Total Credits Required: 51**

**TO DO LIST**

*Before Quarter One*

- Please visit the [Steps to Enroll](#) page for everything you need to do.
- [Review the Academic Calendar for key enrollment dates.](#)
- If you need help with the Steps to Enroll, please contact the [Welcome Center](#).
- Research and apply for Grants and Scholarships at the [Benefits Hub](#).

*Quarter One*

- Get involved on campus: Check out some of the resources, clubs, and activities available to you through [Student Life](#).
- Meet with an advisor to make an [education plan](#).
- Explore careers and majors through workshops, [counseling](#), and [Worksource](#) career services.
- Explore student self-service tools available on [ctcLink](#).

*Quarter Two*

- Update your [education plan](#).
- Create resume with assistance from Embedded Career Specialist.
- Apply for jobs.
- Apply for [graduation](#).

*Quarter Three*

- Check the calendar for [Worksource](#) career workshops.
- Order cap and gown for commencement and attend.

*Quarter Four*

- Apply for jobs.
- Update your resume.
- Check the calendar for [Worksource](#) career workshops.