



With the **Marketing & Sales of Food & Wine Associate of Applied Science (AAS)** degree, you will learn the necessary information to become a certified sommelier (wine history and origin expertise along with matching wines to foods) and what it takes to effectively market and promote wine and food. The program prepares students for a career involving selling wine to wholesalers, retailers, restaurants, and to the public as a winery or hospitality industry entrepreneur or employee. 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 and food 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
Future Students – Welcome Center
 (206) 934-7943 | southwelcomecenter@seattlecolleges.edu
Current Students – Advising
 (206) 934-5387 | 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

Summer Quarter

- BUS 116: Business Math 5

Quarter Four

- WIN 131: Introduction to Washington Wines 4
- WIN 143: Wine Business – Distribution & Suppliers 4
- WIN 170: Food & Wine Pairing: Other Ferments 4
- WIN 130: Wine Tourism 4

Quarter Five

- WIN 152: Advanced Food & Wine Pairing 4
- WIN 235: Advanced Wines of the World – New World 4
- WIN 140: Tasting Room Management 4
- WIN 150: Winery Compliance: Taxes and Legal Issues 2

Quarter Six

- WIN 145: Wine Business – Entrepreneurship & Innovation 4
- WIN 233: Advanced Wines of the World – France & Spain 4
- General Education Course – VLPA, ICS or NW course 5
 (See advisor for additional options.)

Total Credits Required: 94

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.

Quarter Three

- Check the calendar for [Worksource](#) career workshops.
- Research and apply for Grants and Scholarships.

Quarter Four

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

Quarter Five

- Set up an informational interview with someone in your field.
- Check the calendar for [Worksource](#) career workshops.
- Apply for jobs.
- Apply for [graduation](#).

Quarter Six

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