

COURSE OUTLINE

Developed by Stephen Sparks CEC,CCE
October 1, 2003

DEPARTMENT:	Culinary Arts
CURRICULUM:	Wine Technology
COURSE TITLE:	Wine Marketing and Sales
COURSE NUMBER:	WIN 141
TYPE OF COURSE:	Lecture
COURSE LENGTH:	Quarter
CREDIT HOURS:	3
LECTURE HOURS:	33
LAB HOURS:	0
CLASS SIZE:	20
PREREQUISITES:	Introduction to Business, Introduction to Marketing or permission of instructor

COURSE DESCRIPTION:

Introduction to wine marketing and sales methods, basic approaches to packaging, advertising, promotion, retail and wholesale selling of wine.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Communication – Speak and write effectively for personal, academic and career purposes.
2. Computation – Identify, interpret, and utilize higher level mathematical and cognitive skills
3. Critical thinking and problem solving – Think critically in evaluating information, solving problems and making decisions.
4. Personal responsibility – Be aware of civic and environmental issues.

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STUDENT LEARNING OUTCOMES ADDRESSED: (cont.)

5. Information literacy – Access and evaluate information from a variety of sources and contexts, including technology.

GENERAL COURSE OBJECTIVES:

At the end of the course the student will:

- Prepare sales calls and interviews
- Create package design
- Choose appropriate advertising techniques
- Design marketing strategies and selling programs
- Develop a basic wine marketing and sales program

TOPICAL OUTLINE:

APPROX. HOURS

-Overview of marketing and sales	6
-Packaging and label design	6
-Public relations and advertisement techniques	6
-Sales calls	3
-Sales to distributors	4
-Sales to chains	4
-Development of wine lists	4
TOTAL	33

DEVELOPED BY: Stephen Sparks CEC, CCE
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