WINE 131 Course Outline as of Fall 2024

CATALOG INFORMATION

Dept and Nbr: WINE 131   Title: WINE IND EVENT PLANNING
Full Title: Wine Industry Event Planning
Last Reviewed: 12/12/2023

Units			Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50		Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50		Lab Scheduled	0	4	Lab Scheduled	0
			Contact DHR	0		Contact DHR	0
			Contact Total	1.50		Contact Total	26.25
			Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50   Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly: AG 178

Catalog Description:
Students will learn how to plan, organize, and manage wine industry events. Students will plan and execute a wine event as part of the class.

Prerequisites/Corequisites:
Minimum Age 18 or older

Recommended Preparation:
Course Completion of WINE 1 OR VIT 1

Limits on Enrollment:
Minimum Age 18 or older.

Students will be tasting wine in this course.

Legal Age requirement for the Sip and Spit Law is minimum age of 18.

Schedule of Classes Information:
Description: Students will learn how to plan, organize, and manage wine industry events.
Students will plan and execute a wine event as part of the class. (Grade or P/NP)
Prerequisites/Corequisites: Minimum Age 18 or older

Recommended: Course Completion of WINE 1 OR VIT 1
Limits on Enrollment: Minimum Age 18 or older.

Students will be tasting wine in this course.

Legal Age requirement for the Sip and Spit Law is minimum age of 18.
Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:
CSU Transfer:	Effective:	Inactive:	
UC Transfer:	Effective:	Inactive:	

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Plan, organize, and manage a wine event such as a wine tasting or a wine club release party.
2. Evaluate the outcome and success of a wine event from both financial and public relations points of view.

Objectives:
At the conclusion of this course, the student should be able to:
1. Arrange the priorities in planning public wine events.
2. Manage the logistics of public wine events.
3. Schedule the tasks for public wine events.
4. Explain the methodologies of public wine events to staff and volunteers.
5. Evaluate the work of volunteers and paid staff at public wine events.
6. Appraise the success and outcome of public wine events from both financial and public relations points of view.

Topics and Scope:

I. Wine Event Planning
    A. Prioritizing by time
    B. Prioritizing by importance
II. Evaluating Prospective Staff for a Public Wine Event
    A. Volunteers
    B. Judges if any

    C. Paid staff
III. Public Wine Event Planning
    A. Prioritizing by time
    B. Prioritizing by importance
    C. Room layout
    D. Entertainment
    E. Traffic flow
IV. Scheduling Tasks
    A. Facility use
    B. Deliveries
    C. Volunteers
    D. Permits
V. Communicating with Staff
    A. Explaining methodologies
    B. Need-to-know
    C. Written expectations
    D. Rewards and positive reinforcement
VI. Evaluating Staff Performance
    A. Written critique
    B. Management review
    C. Staff feedback
    D. Planning for next year
VII. What Makes a Successful Event?
    A. Attendance
    B. Financial
    C. External perception
       1. Wineries
       2. General public

Assignment:

1. Weekly reading (10-20 pages)
2. Written reading reflection(s) and summary assignment(s) (1-4)
3. Active participation at wine event (1 minimum)
4. Wine event research report (2-4 pages)
5. Wine event design and pricing plan (3-8 pages)
6. Final exam

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written reading reflection(s) and summary assignment(s); wine event research report	Writing 25 - 50%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

| Wine event design and pricing plan | | Problem solving
10 - 30% |

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

| Active participation at wine event | | Skill Demonstrations
20 - 40% |

Exams: All forms of formal testing, other than skill performance exams.

| Final exam | | Exams
10 - 25% |

Other: Includes any assessment tools that do not logically fit into the above categories.

| Attendance and participation | | Other Category
0 - 10% |

Representative Textbooks and Materials:
Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. 2nd ed. Allen, Judy. Wiley. 2009 classic
Instructor prepared materials