

CATALOG INFORMATION

Dept and Nbr: WINE 128 Title: WINE SOCIAL MEDIA
Full Title: Developing and Maintaining Wine Social Media Campaigns
Last Reviewed: 12/4/2023

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:

Catalog Description:
Students will learn to build a team to create an effective social media campaign and to use popular social media platforms to promote wine, winery events, and wine brands. Included are basics of wine branding, how to identify target audiences for wine social media campaigns, how to develop metrics for measuring effectiveness of wine social media campaigns, and how to integrate social media campaigns into existing wine marketing strategies.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 1A or equivalent and CS 57.11 and Course Completion of VIT 1 OR Course Completion of WINE 1

Limits on Enrollment:

Schedule of Classes Information:
Description: Students will learn to build a team to create an effective social media campaign and to use popular social media platforms to promote wine, winery events, and wine brands. Included are basics of wine branding, how to identify target audiences for wine social media

campaigns, how to develop metrics for measuring effectiveness of wine social media campaigns, and how to integrate social media campaigns into existing wine marketing strategies. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 1A or equivalent and CS 57.11 and Course Completion of VIT 1 OR Course Completion of WINE 1

Limits on Enrollment:

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. Identify the key skills needed in a team that effectively creates and runs wine social media campaigns.
2. Understand and use all important social media platforms effectively for wine, wine event, and wine brand promotion
3. Develop a basic wine brand strategy
4. Identify target audiences for wine brand promotion using social media
5. Develop metrics for measuring effectiveness of wine social media campaigns
6. Integrate social media campaigns into existing wine marketing strategies

Objectives:

At the conclusion of this course, the student should be able to:

1. Develop social media campaigns for promoting wine
2. Develop engaging social media content that stands out from wine competitors
3. Use techniques for promotion of wine events on social media
4. Effectively operate winery outreach campaigns in all significant social media platforms
5. Develop a wine branding strategy and social media campaigns to build brand identity
6. Identify and reach target audiences for wine social media campaigns
7. Develop metrics to measure effectiveness of wine social media campaigns
8. Understand how to integrate wine social media campaigns with overall wine marketing strategies
9. Explain the advantages to wine owners of all major social media platforms

Topics and Scope:

- I. Roles in the Creation and Running of an Effective Wine Social Media Campaign
 - A. Writer
 - B. Editor
 - C. Expert
 - D. Social media software expert
- II. How to Set up Social Media Campaigns in All Major Platforms
- III. Guiding Principles for Social Media Marketing
- IV. When and How to Use Freelance and Agency Help
- V. Behavioral and Psychological Factors that Drive Social Media
- VI. How to Set up a Wine Social Media Strategy including an Annual Strategy Session
- VII. Case Studies of Three Different Strategies
- VIII. How to Set up Effective Websites and Blogs that Compliment Social Media
- IX. How to Create Content for Wine Social Media Campaigns
- X. How to Effectively Use Multimedia
- XI. How to Plan and Execute “Tentpole” Campaigns around Wine Events
- XII. Effective Wine Content Curation
- XIII. How to Find and Use all the Necessary Statistics and Metrics
- XIV. How to Use Paid Advertising in Social Media
- XV. How to Effectively Promote Wine Events
- XVI. Integrating Social Media with other Wine Marketing Approaches
- XVII. Connecting with Influential People who Share your Content
- XVIII. Use of Podcasting, Videocasting, and Webcasting
- XIX. Knowledge of other Effective Marketing Strategies as appropriate, such as:
 - A. Microblogging
 - B. RSS feeds
 - C. Creation of widgets and badges
 - D. Search engine optimization tools
 1. bookmarking
 2. keywords
 3. communities
- XX. What Makes a Brand Stand Out from Wine Competition
- XXI. Steps for Use of Social Media to Build Wine Brand Identity
- XXII. Understanding Paid Media
- XXIII. Tools for Identification of Target Audiences and Social Media Marketing Opportunities
- XXIV. How to Effectively Reach Different Target Audiences with Wine Content
- XXV. Creation of Metrics to Track and Measure the Effectiveness and Return on Investment of Social Media

Assignment:

1. Weekly reading (2-10 pages)
2. Research and create a written wine brand strategy (3-5 pages)
3. Develop and present a wine social media campaign storyboard
4. Practice exercises (4-6), such as:
 - A. Research
 - B. Design social media content and campaigns
 - C. Design metrics
5. Final written exam (2-5 pages)

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 brand strategy

Writing
30 - 55%

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

Practice exercises

Problem solving
15 - 35%

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

Storyboard presentation; practice exercises

Skill Demonstrations
10 - 30%

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

Final written exam

Exams
20 - 40%

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

None

Other Category
0 - 0%

Representative Textbooks and Materials:

500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More! 2nd ed. Macarthy, Andrew. CreateSpace Independent Publishing Platform. 2018 (classic).

Social Media Marketing: A Strategic Approach. 2nd ed. Barker, Melissa and Barker, Donald. South-Western College Publication. 2016 (classic).

Instructor prepared materials.