

**WINE 103 Course Outline as of Fall 2024****CATALOG INFORMATION**

Dept and Nbr: WINE 103 Title: WINE DIRECT SALES

Full Title: Wine Direct to Consumer Sales

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	6	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 175.1

**Catalog Description:**

Students will explore sales and marketing of wine directly to consumers. The course will include information on special events, creation and management of wine clubs, tourism, building connection with customers and online and social media marketing. The focus is strictly on the aspects of marketing and selling wine directly to consumers.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) and Course Completion of WINE 1 OR VIT 1; and WINE 3

**Limits on Enrollment:****Schedule of Classes Information:**

Description: Students will explore sales and marketing of wine directly to consumers. The course will include information on special events, creation and management of wine clubs, tourism, building connection with customers and online and social media marketing. The focus is strictly on the aspects of marketing and selling wine directly to consumers. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) and Course Completion of WINE 1 OR VIT 1; and WINE 3

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU GE:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>IGETC:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>
<b>UC Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>

**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. Develop a direct sales and marketing plan for selling wine directly to the consumer.
2. Plan a special event for direct-to-consumer wine sales.
3. Assess and explain how the relationship of supplier, retailers, the internet, and tasting rooms impact the success of wine sales to the consumer.

### **Objectives:**

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

1. Create a consumer direct sales and marketing plan.
2. Assess and understand the needs of the wine customer.
3. Create and plan for a wine special event.
4. Utilize the internet as a direct marketing and sales tool.
5. Explain the interrelationships between suppliers and retailers.
6. Analyze the need for merchandising as it pertains to sales.
7. Discuss the importance of the tasting room to wine sales and profits.

### **Topics and Scope:**

- I. The Benefits of Consumer Direct Sales and Marketing
  - A. Increased sales
  - B. Consumer loyalty
  - C. Brand support
- II. Find Customers - How, Where and Why
  - A. The importance of a good database
  - B. Database software options

- C. Creation of the database and customer profiling
- III. Designing an Effective Consumer Mail Piece
- IV. The Importance of the Tasting Room in Consumer Direct Sales and Marketing
  - A. Creating the complete wine experience
  - B. How to affect buying habits for next ten years
- V. Consumer Direct Sales
  - A. Winery specific selling techniques
  - B. Winery operations
- VI. The Creation and Management of Wine Clubs
- VII. Using the Internet to Create Interest
  - A. The effectiveness of email
  - B. The mechanics of email usage
  - C. The use of social media and social media tools
- VIII. Promoting Consumer Direct Sales through Special Events

### Assignment:

1. Sales and marketing plan for consumer direct sales, based on identified customer needs
2. Wine industry special event plan
3. Quiz(zes) and exam(s) (1-4)
4. Final project: sales presentation

### 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.

Sales and marketing plan	Writing 20 - 35%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Special event plan	Problem solving 20 - 35%
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**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Final project	Skill Demonstrations 20 - 50%
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**Exams:** All forms of formal testing, other than skill performance exams.

Quiz(zes) and exam(s)	Exams 10 - 25%
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**Other:** Includes any assessment tools that do not logically fit into the above categories.

Participation	Other Category 0 - 10%
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**Representative Textbooks and Materials:**

Wine Marketing & Sales. 3rd ed. Wagner, Paul and Olsen, Janeen and Thach, Liz. Board and Bench Publishing. 2019.

Successful Wine Marketing. 1st ed. Moulton, Kirby and Lapsley, James. Springer. 2001 (classic).

Instructor prepared materials