

CATALOG INFORMATION

Dept and Nbr: WINE 102

Title: WINE MARKETING

Full Title: Wine Marketing

Last Reviewed: 9/11/2017

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 177

Catalog Description:
A practical approach to marketing wine. Includes market analysis, planning, the development of a marketing plan, and strategies for successful product placement and sales.

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: A practical approach to marketing wine. Includes market analysis, planning, the development of a marketing plan, and strategies for successful product placement and sales. (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:

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. Provide a market analysis
2. Develop a wine marketing plan
3. Provide strategies for successful product placement and sales

Objectives:

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

1. Explain the functions and importance of marketing.
2. Conduct market research and develop a marketing plan for a specific wine.
3. Give examples of and describe a variety of wine marketing strategies.
4. Discuss the importance of branding to a product's success in the market.
5. Develop packaging, collateral, and promotional materials for a specific wine.
6. Write an effective media release.
7. Create an effective special events plan for marketing a product or business.
8. Develop a marketing budget.

Topics and Scope:

I. Introduction to Wine Marketing

A. Definition and importance of marketing

1. Planning and executing a set of objectives to bring buyers and sellers together so that a sale can take place
2. Economic viability = profitability

B. Importance of marketing planning

1. Determine if a profitable market exists
2. Identity of target market
3. How to reach the target market

C. The 5 Ps of marketing

1. Product
 2. Place
 3. Price
 4. Promotion
 5. Positioning
- D. Developing a wine marketing plan
1. Marketing situational analysis
 2. Marketing goals and objectives
 3. Marketing strategies and tactics
 4. Budgets
 5. Action plan
 6. Evaluation
- E. Outline of a marketing plan
- II. Wine Marketing Strategy
- A. U.S.P. - Unique Selling Proposition
1. Points of differentiation
 2. Weaving a story to build the brand
 3. Pricing the product
- B. Image
1. Principle of image
 2. Current trends
- III. Wine Market Research
- A. Identify customers
1. Trade demographics
 2. Consumer demographics
- B. Know the market areas - locally, nationally, internationally
1. Wholesale distributors/brokers
 2. International marketing
 3. Retailers/restaurants
 4. Consumer direct
- IV. Building the Brand
- A. Define the brand
- B. Timeframe to build a brand
- C. Importance of branding
- D. Components of brand building
- V. Packaging/Collateral/Promotional Materials
- A. Label and case design and printing
1. What is allowed by law on a label
 2. Design aspects
- B. Media and sales kits
1. Conveying the message
 2. Information the kit should contain
- C. Point of sale
1. Sell sheets
 2. Neck hangers, shelf talkers, table tents
- D. Media releases
1. Content
 2. Format
- E. Brochures
1. Consumer
 2. Trade
- F. Photography

1. Choosing a photographer
2. Getting the best shots
- G. Building relationships with artists and writers
- H. Creating materials consistent with the image
- I. Website production and maintenance
 1. Design and creation of the web
 2. Keeping the site up to date
 3. Selling on the web, pros and cons
- VI. Three Tier System for Wine Marketing
 - A. Distributors
 1. Finding wholesale distribution channels
 2. When to appoint a distributor
 3. Working with distributors
 - B. Brokers
 1. Inside California
 2. Outside California
 - C. Retailers
 1. Major chain retailers
 2. Independent retailers
 3. Grocery retailers
- VII. Consumer Direct Marketing of Wine
 - A. Through the winery
 1. Using the tasting room to market product
 2. Tours and consumer events
 - B. Through Clubs
 1. Wine clubs
 2. Special buyer clubs
 - C. Through direct mail
 1. Newsletters
 2. Special interest mailers
- VIII. Compliance
 - A. BATF/ABC requirements when selling wine to distributors/retailers
 - B. BATF/ABC (Bureau of Alcohol, Tobacco and Firearms / Alcoholic Beverage Commission) requirements for consumer direct wine sales
 1. Different requirements for each state
 2. Reciprocal does not necessarily mean solicitable
- IX. Special Events
 - A. Events at the winery
 1. Define the audience - trade, media, or consumer
 2. Planning and execution of events
 3. Using the event to promote the product and brand
 - B. Multi-winery events
 - C. Events away from the winery
 1. Selecting key markets
 2. Participating in national wine related events
 - D. Event promotion
- X. Budget
 - A. Creating a marketing budget
 - B. Broad outline budget
 - C. Detailed budget

Assignment:

1. Read 10 - 25 pages per week
2. Outline of a marketing plan for a specific wine (10-15 pages)
3. Compile into a notebook examples of packaging, collateral and promotional materials with brief summaries for at least two wines
4. Analyze examples from one wine, write a 2-3 page paper, and present an oral report on effectiveness and appeal of materials
5. Prepare a one-page press release, following guidelines
6. Special events plan with budget (3-7 pages) for marketing a wine
7. Quizzes (2-4), midterm, final exam: multiple choice, true/false, matching items, completion, short answer

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.

Paper; press release; notebook

Writing
30 - 40%

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

Special events plan and budget

Problem solving
10 - 20%

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

None

Skill Demonstrations
0 - 0%

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

Quizzes, mid-term and final exam: multiple choice, true/false, matching items, completion, short answer

Exams
20 - 30%

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

Oral presentation; attendance and participation

Other Category
20 - 30%

Representative Textbooks and Materials:

Wine Marketing & Sales. 2nd ed. Wagner, Paul and Olsen, Janeen and Thach, Liz. Board and Bench Publishing. 2016