

**AG 277 Course Outline as of Fall 1981****CATALOG INFORMATION**

Dept and Nbr: AG 277 Title: WINE MARKETING FUND

Full Title: Wine Marketing Fundamentals

Last Reviewed: 4/19/2004

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	17.5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

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:**

Practical approach to marketing wine, from production planning, marketing channels, marketing methods and techniques, marketing strategy, sales disciplines, effective public relations.

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

Eligibility for ENGL 100A or ENGL 100.

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

Description: Practical approach to marketing wine: planning, channels, methods, techniques, strategy & effective public relations. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100A or ENGL 100.

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

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

**Outcomes and Objectives:**

DEVELOP MARKETING STRATEGIES FOR SMALL WINERIES  
LEARN VALUE OF LABEL DESIGN  
UNDERSTAND BATF AND ABC LAWS FOR WINE  
DEVELOP MARKETING PROGRAM FOR SMALL WINERY  
LEARN SALES DISCIPLINES  
ANALYZE CURRENT MARKETING TRENDS  
LEARN COSTS OF MARKETING  
DEVELOP SKILLS TO SELL WINE TO RESTAURANTS, SMALL RETAILERS  
UNDERSTAND THREE TIER MARKETING PROGRAM  
UNDERSTAND EXPORTING WINE METHODS  
ANALYZE FOREIGN LAWS AND THEIR EFFECT IN THE US  
DEVELOP SKILLS TO PROPERLY TASTE WINE  
LEARN HOW TO DEVELOP RESTAURANT WINE LISTS

**Topics and Scope:**

1. Introduction.  
The need for wine marketing; Competition and statistics;  
Establishing objectives.
2. Knowing your market areas - In state, Out of state, Overseas.  
The wholesale distributor; The wine broker
3. Measuring effectiveness of the marketing plan.  
Your direction and goals; Meeting the goals
4. Your personal sales approach - Know your product.  
Sales discipline; sales techniques; closing the sale; standards  
of performance
5. Meeting competition with public relations.  
Personal involvement; Client information (flyers, letters, etc);  
The media; Wine tasting uses and abuses; Professional wine  
judging
6. Merchandising the product - The package and selling aids.

The label - appearance and information; The silent salesman; Point-of-Sales materials; Incentives - when and how; Problem merchandise

7. Market Resources.

Using consultants; Peer contacts; Trade media; Continuing education; Government

8. Overcoming Obstacles.

The buyer/seller; Cash flow; Winery cost factors and inherent problems; Surplus wines, discontinued items.

**Assignment:**

Sell wine as a school project and design labels and PDS material.

**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 homework, Reading reports, Essay exams, Term papers

Writing  
0 - 20%

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

Field work, Lab reports, Quizzes, Exams

Problem solving  
0 - 20%

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

Class performances, Field work

Skill Demonstrations  
0 - 20%

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

Multiple choice, True/false, Matching items, Completion

Exams  
0 - 30%

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

ATTENDANCE

Other Category  
0 - 10%

**Representative Textbooks and Materials:**