WINE 105 Course Outline as of Fall 2023

CATALOG INFORMATION

Dept and Nbr: WINE 105 Title: WINE PUBLIC RELATIONS

Full Title: Wine Public Relations

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 175.2

Catalog Description:

Course covers the essentials of effective promotion and sales of wine to consumers and the trade. Includes image creation, communication skills, media usage, special event staging, preparing a public relations (PR) plan, writing PR materials and social media communications.

Prerequisites/Corequisites:

Recommended Preparation:

Eligibility for ENGL 100 or ESL 100 and Course Completion of VIT 1 OR WINE 1

Limits on Enrollment:

Schedule of Classes Information:

Description: Course covers the essentials of effective promotion and sales of wine to consumers and the trade. Includes image creation, communication skills, media usage, special event staging, preparing a public relations (PR) plan, writing PR materials and social media communications. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100 and Course Completion of VIT 1 OR

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. Design a unique wine product image.
- 2. Prepare and demonstrate public relations plans.
- 3. Write public relations and social media materials.

Objectives:

Upon completion of this course the student will be able to:

- 1. Establish effective relations with media representatives.
- 2. Create effective content and format for promotional materials.
- 3. Assess public relations strategies for promoting wine sales.
- 4. Design a unique and consistent company/product image.
- 5. Develop methods for staging successful special promotional events.
- 6. Determine what effect design elements have on perception of a product.

Topics and Scope:

- I. Marketing Wine Products
 - A. Creating a Unique and Consistent Image
 - 1. How to weave a story and create a solid foundation for a brand
 - 2. Ways to effectively communicate this story
 - 3. Innovative packaging of the story
 - 4. Design elements and effect on product perception
 - 5. Marketing tools to sell the story to distributors and consumers
 - B. Communication Skills
 - 1. How to write a press kit
 - 2. Writing an effective press release
 - 3. Writing scripts for audio and video presentations

- 4. Promoting your product through photography
 - a. A picture speaks a thousand words
 - b. Brochures, photo albums for sales reps, press kits, slide shows, video, etc.
- II. Communicating a Wine Products Message to the Media
 - A. How to establish long-lasting, respectful relationships with the press
 - B. How the press can support a brand
 - C. How to react to a changing media/social media
- III. Creating and Planning Unique Special Wine Events

Assignment:

- 1. In-class oral presentations (2)
- 2. Write a wine product press release
- 3. Prepare a public relations plan outline
- 4. Analyze wine packaging and write a 1-page report about the effect of design elements on how a product is perceived
- 5. Write 3-5 pages explaining the entire process involved in carrying out a selected public relations strategy for wine products
- 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.

Packaging report; PR plan outline; create and format a press release

Writing 35 - 50%

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

Packaging analysis

Problem solving 20 - 40%

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

Oral presentations

Skill Demonstrations 5 - 20%

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

Final exam to include multiple choice, essay, completion, and true/false

Exams 15 - 25%

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

Attendance and participation

Other Category 0 - 20%

Representative Textbooks and Materials:
Wine Marketing & Sales. 2nd ed. Wagner, Paul and Olsen, Janeen and Thach, Liz. Board and Bench Publishing. 2016
Instructor prepared materials