WINE 109 Course Outline as of Fall 2024

CATALOG INFORMATION

Dept and Nbr: WINE 109   Title: WINE CLUBS
Full Title: Wine Club Creation, Maintenance, and Promotion
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	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 the essentials of creating and maintaining a wine club, including creating a club infrastructure, how to use traditional and social media to communicate with members, how to host club events, how to prepare marketing and public relations plans and materials, and the importance of sustainable wine practices to consumers.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Students will learn the essentials of creating and maintaining a wine club, including creating a club infrastructure, how to use traditional and social media to communicate with members, how to host club events, how to prepare marketing and public relations plans and materials, and the importance of sustainable wine practices to consumers. (Grade or P/NP)
Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100
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. Create in-depth plan for creation and maintenance of a wine club
2. Write event, marketing, and public relations plans
3. Formulate wine club budgets and performance metrics
4. Describe the importance of sustainable wine practices to consumers

Objectives:
At the conclusion of this course, the student should be able to:
1. Create a sustainable and profitable wine club
2. Develop plans for acquisition and retention of members, including member benefits
3. Assess marketing and public relations strategies for promoting club membership sales
4. Design a unique and consistent image for the wine club
5. Develop methods for staging successful special wine club events
6. Design the look and feel of marketing collateral for the wine club

Topics and Scope:

I. Wine Club Creation and Maintenance
    A. Creating the right wine club for your business
        1. Is a wine club right for your business?
        2. Defining the goals for wine club(s)
        3. Determining the structure of the club
        4. Developing different types of clubs
        5. Creating the infrastructure to promote growth
        6. Equipment and personnel
    B. Wine club maintenance
        1. Meeting the challenges of growing a wine club

    2. Generating and retaining members
    3. Meeting members wants, needs and desires
    4. Providing outstanding customer service
    5. Maintaining the club database
II. Communicating the Wine Club Message
    A. Determine the wine club story, including the importance of sustainability to consumers
    B. Ways to effectively communicate wine club story
    C. Social media and other electronic media for club growth
    D. Club members as ambassadors
III. Creating and Planning Special Events that Support Wine Club Growth

Assignment:

1. Research wine clubs from local wineries (3); incorporate findings into class assignments
2. In-class oral presentations (2)
3. Develop a written plan for the wine club, including attracting new members and retaining current members
4. Write a report on wine club management (1-page)
5. Write about the pros and cons of wine clubs (3-5 pages)
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.

Wine club plan; wine club management report	Writing 35 - 50%

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

Wine club management report; wine club pros and cons	Problem solving 20 - 40%

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.

Final exam	Exams 15 - 25%

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

Oral presentations; attendance and participation	Other Category 10 - 30%

Representative Textbooks and Materials:
Instructor prepared materials