

WINE 100 Course Outline as of Fall 2004

CATALOG INFORMATION

Dept and Nbr: WINE 100 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: AG 277

Catalog Description:
Everything you need to know about marketing wine. A practical approach to marketing wine including planning, strategies, public relations, creating an image, working with distributors, building a brand, working with the media, event planning and more. This class explores the length and depths of wine marketing in an interactive way.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: A practical approach to marketing wine including planning, strategies, public relations, creating an image, working with distributors, building a brand, working with the media, event planning and more. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended:

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:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

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

1. Develop a basic marketing strategy.
2. Develop an understanding of points of differentiation when creating an image.
3. Explore the role of pricing in positioning the product.
4. Develop a market research plan.
5. Define what is needed for an effective media kit.
6. Effectively write a media release.
7. Develop a web site outline.
8. Analyze the role of the three tier system.
9. Create an effective special events plan for the business.
10. Develop a marketing budget.

Topics and Scope:

1. An Introduction to Wine Marketing
 - A. Why marketing is important
 - B. Basics of marketing
 1. Outline of a marketing plan
 2. Defining goals and objectives
 3. Situational analysis
 4. Strategies and tactics
2. Perception
 - 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
3. Market Research
 - A. Who are your 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
4. Building the Brand
 - A. What is the brand?
 1. How long does it take to build a brand?
 - B. Why is branding so important?
 - C. What are the components of brand building?
5. 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. What is the message
 2. What information should the kit 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
 1. Creating materials consistent with the image
 - H. 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
6. Three Tier System
 - A. Distributors
 1. Finding wholesale distribution channels
 2. When to appoint a distributor
 3. Working with distributors
 - B. Brokers
 1. What is a broker
 - a. Inside California
 - b. Outside California
 - C. Retailers
 1. Major chain retailers

2. Independent retailers
3. Grocery retailers
7. Consumer Direct Marketing
 - 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
8. Compliance
 - A. What the BATF/ABC require when selling to distributors/retailers
 1. Different requirements for each state
 - B. What the BATF/ABC require for consumer direct sales
 1. Different requirements for each state
 2. Reciprocal does not necessarily mean solicitable
9. 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 produce and brand
 - B. Multi-winery events
 1. Working with associations
 - C. Events away from the winery
 1. Selecting key markets
 2. Participating in national wine related events
 - D. Event promotion
10. Budget
 - A. Creating a marketing budget
 1. Broad outline budget
 2. Detailed budget

Assignment:

1. One page press release following guidelines.
2. Written report on media kit or sales kit.
3. Written report on three tier system (wholesale distribution of wine).
4. Written report on USP (unique selling proposition).
5. Bring in an example of wine packaging that is appealing and present a verbal report on why it was appealing.
6. Give a ten minute verbal presentation with hard copy back-up about a facet of marketing. The presentation must be detailed and in-depth.

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
30 - 40%

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

Quizzes, Exams

Problem solving
10 - 30%

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

Class performances

Skill Demonstrations
20 - 30%

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

Multiple choice, True/false, Matching items, Completion

Exams
30 - 40%

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

ATTENDANCE

Other Category
0 - 10%

Representative Textbooks and Materials:

POSITIONING: Al Reis and Jack Trout, McGraw-Hill, 2001