

WINE 103 Course Outline as of Fall 2004**CATALOG INFORMATION**

Dept and Nbr: WINE 103 Title: CONSUMER DIRECT WINE MKT

Full Title: Consumer Direct Wine Sales and Marketing

Last Reviewed: 12/12/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	3.00	8	Lecture Scheduled	24.00
Minimum	1.50	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	24.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 48.00

Total Student Learning Hours: 72.00

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 175.1

Catalog Description:

An introduction to and overview of the sales and marketing of wine and the winery directly to consumers. The course will include information on special events, creation and management of wine clubs, tourism, building connection with customers, internet marketing, etc. The focus is strictly on the aspects of marketing and selling wine directly to consumers.

Prerequisites/Corequisites:**Recommended Preparation:****Limits on Enrollment:****Schedule of Classes Information:**

Description: An introduction to and overview of the sales and marketing of wine and the winery directly to consumers. The course will include information on special events, creation and management of wine clubs, tourism, building connection with customers, internet marketing, etc. The focus is strictly on the aspects of marketing and selling wine directly to consumers. (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. Create a consumer direct sales and marketing plan.
2. Assess and understand the needs of the customer.
3. Create and successfully produce special events.
4. Utilize the internet as a direct marketing and sales tool.
5. Understand the interrelationships between suppliers and retailers.
6. Examine the need for flow and merchandising as it pertains to sales.
7. Understand the importance of the tasting room to sales and profits.

Topics and Scope:

- I. The Benefits of Consumer Direct Sales and Marketing
 - a. Increased sales
 - b. Consumer loyalty
 - c. Brand support
- II. Find Customers - How, Where and Why
 - a. The importance of a good database
 - b. Creation of the database and customer profiling
- III. Designing an Effective Consumer Mail Piece
- IV. The Importance of the Tasting Room in Consumer Direct Sales and Marketing
 - a. Creating the complete wine experience
 - b. How to affect buying habits for next ten years
- V. Consumer Direct Sales
 - a. Winery specific selling techniques

- b. Winery operations
- VI. The Creation and Management of Wine Clubs
- VII. Using the Internet to Create Interest
 - a. The effectiveness of e-mail
 - b. The mechanics of email usage
- VIII. Promoting Consumer Direct Sales through Special Events

Assignment:

1. Create a written consumer direct sales and marketing plan after researching needs of the consumer and other marketing research methodologies.
2. Write a plan to produce a special event in the wine industry.
3. Write a direct marketing program utilizing the computer and internet as a resource.
4. Two tests incorporating true/false, multiple choice, matching, and completion portions.

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

Writing
10 - 25%

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

Creation of plans on consumer direct sales & mrkt

Problem solving
25 - 35%

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

Sales presentation performances

Skill Demonstrations
30 - 50%

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

Multiple choice, True/false, Matching items, Completion

Exams
10 - 25%

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

None

Other Category
0 - 0%

Representative Textbooks and Materials:

Industry handouts will be used instead of a textbook.

