

**WINE 105 Course Outline as of Spring 2012****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	8	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

**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

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 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 your product

##### 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 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 Events That Support Company's Image

#### Assignment:

1. In-class oral presentations (2)
2. Write a 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. Discuss in class
5. Write 3-5 pages explaining the entire process involved in carrying out a selected public relations strategy
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

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; create/format a press release

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, Success Strategies for a Saturated Market, by Paul Wagner, Janeen Olsen, and Liz Thach. Wine Appreciation Guild, 2007.

Instructor prepared materials