WINE 106 Course Outline as of Spring 2011

CATALOG INFORMATION

Dept and Nbr: WINE 106 Title: MEDIA WINE/VINEYARD IND.
Full Title: Media in the Wine and Vineyard Industry
Last Reviewed: 4/19/2004

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 270.57

Catalog Description:
Course is designed to acquaint students with print and online media in the wine and vineyard industry. Vineyard and winery media generated, to newsletters, magazines, newspapers, and online services for both the consumer and trade. Students will write media papers for publications.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Course is designed to acquaint students with print and online media in the wine and vineyard industry. Vineyard and winery media generated, to newsletters, magazines, newspapers, and online services for both the consumer and trade. Students will write media papers for publications. (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:
Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:
Students will:
1. Describe media, history, ethics, methods, and types of writing found in the winery and vineyard industry.
2. Describe the methodologies of researching wine industry media.
3. Examine kinds of writing found in print media.
4. Surf the Internet for trade and consumer sites.
5. Compare media costs in advertising and publishing.
6. Describe how to write effective news releases and finding media targets.
7. Describe media sources and the future of winery and vineyard publishing in the future.

Topics and Scope:

1. Introduction to media, history, ethics, methods, and types of writing found in the winery and vineyard industry.
2. Wine industry media research methodologies.
3. Examination of the kinds of writing found in print media.
4. Surfing the Internet for trade and consumer sites.
5. Economics of publishing, comparing media costs in advertising and publishing.
6. Writing effective news releases for publication.
7. Media sources today and the future of winery and vineyard publishing in the future.

Assignment:

Students will read industry handouts.

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, Term papers	Writing 10 - 25%

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

Homework problems, Lab reports	Problem solving 25 - 35%

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

Class performances	Skill Demonstrations 30 - 50%

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

Multiple choice, True/false, Matching items	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 in lieu of a textbook.