

WINE 131 Course Outline as of Fall 2015**CATALOG INFORMATION**

Dept and Nbr: WINE 131 Title: WINE IND EVENT PLANNING

Full Title: Wine Industry Event Planning

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: AG 178

Catalog Description:

An introduction to planning, organizing, and managing wine industry events. Students will gain practical as well as classroom experience by participating in the organization and execution of a major Northern California wine competition and public wine tasting.

Prerequisites/Corequisites:

Minimum Age 18 or older

Recommended Preparation:**Limits on Enrollment:**

Must be 18 years or older

Schedule of Classes Information:

Description: An introduction to planning, organizing, and managing wine industry events. Students will gain practical as well as classroom experience by participating in the organization and execution of a major Northern California wine competition and public wine tasting. (Grade or P/NP)

Prerequisites/Corequisites: Minimum Age 18 or older

Recommended:

Limits on Enrollment: Must be 18 years or older

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, students will be able to:

1. Arrange the priorities in planning wine competitions and public winetastings.
2. Evaluate judges, staff, and volunteers for wine competitions and public winetastings.
3. Manage the logistics of wine competitions and public winetastings.
4. Schedule the tasks for wine competitions and public winetastings.
5. Explain the methodologies of wine competitions and public winetastings to staff and volunteers.
6. Tally the outcome and winners of a wine competition.
7. Critique and evaluate the work of volunteers and paid staff at wine competitions and public winetastings.
8. Appraise the success and outcome of wine competitions and public winetastings from both financial and public relations points of view.

Topics and Scope:

1. Wine Competition Planning
 - a. Prioritizing by time
 - b. Prioritizing by importance
2. Evaluating Prospective Staff for a Public Winetasting
 - a. Volunteers
 - b. Judges
 - c. Paid staff
3. Managing the Logistics
 - a. Selecting vendors
 - b. Soliciting donations
 - c. Delegating authority
 - d. Methods of staying organized
4. Scheduling Tasks

- a. Facility use
- b. Deliveries
- c. Volunteers
- 5. Communicating with Staff
 - a. Explaining methodologies
 - b. Need-to-know
 - c. Written expectations
- 6. Winners and Results
 - a. Tabulation
 - 1. Speed
 - 2. Accuracy
 - b. Spreading the news
 - 1. Internal
 - 2. Published results
 - 3. Press releases
- 7. Evaluating Staff Performance
 - a. Written critique
 - b. Management review
 - c. Staff feedback
 - d. Planning for next year
- 8. What Makes a Successful Event?
 - a. Entries
 - b. Judging results
 - c. Financial
 - d. External perception
 - 1. Wineries
 - 2. General public
- 9. Public Winetasting Planning
 - a. Prioritizing by time
 - b. Prioritizing by importance
- 10. Managing the Logistics of Public Winetasting
 - a. Selecting vendors
 - b. Soliciting donations
 - c. Delegating authority
 - d. Methods of staying organized
- 11. Scheduling Tasks
 - a. Facility use
 - b. Transportation
 - c. Deliveries
 - d. Volunteers
- 12. Communicating with Staff
 - a. Explaining methodologies
 - b. Need-to-know
 - c. Written expectations
 - d. Rewards and positive reinforcement
- 13. Public Relations and Marketing
 - a. Media
 - 1. Press releases
 - 2. Advertising
 - 3. Flyers
 - 4. News stories
 - b. Timing

1. Internal
2. Publishing
14. Ticket Sales
 - a. Box office options
 - b. Online sales
 - c. Same day sales
15. Planning for the Following Year

Assignment:

1. 10-20 pages of reading per week along with a 1-2 page summary of each reading assignment as written homework.
2. Participation in wine event activities is evaluated in mock situations in the classroom and then after live events.
3. Students research wine events on the Internet and report on their findings. Using that information, they design and price their own events for a fictional or real winery as homework problems.
4. Students research wine competitions and trade associations to learn how to readily access this information in their careers and write a three page report as written homework.
5. 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.

Written homework based on reading assignments

Writing 25 - 50%

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

Homework problems of researching about wine events
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Problem solving 10 - 25%

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

Participation in events or mock events
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Skill Demonstrations 30 - 50%

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

Final exam includes multiple choice, true/false, completion

Exams 10 - 25%

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

Attendance and participation

Other Category 0 - 10%

Representative Textbooks and Materials:

Event Planning: The Ultimate Guide to Successful Meetings, by: Judy Allen, Second Edition.
John Wiley and Sons, 2009.

Instructor prepared materials