

WINE 103 Course Outline as of Fall 2018**CATALOG INFORMATION**

Dept and Nbr: WINE 103 Title: WINE DIRECT SALES

Full Title: Wine Direct to Consumer Sales

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	6	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 175.1

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 and internet marketing. The focus is strictly on the aspects of marketing and selling wine directly to consumers.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100 and Course Completion of WINE 1 OR VIT 1; and WINE 3

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 and internet marketing. The focus is strictly on the aspects of marketing and selling wine directly to consumers. (Grade

or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100 and Course Completion of WINE 1 OR VIT 1; and WINE 3

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:
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CSU Transfer:	Effective:	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Develop a direct sales and marketing plan for selling wine directly to the consumer.
2. Produce a successful special event for wine sales.
3. Assess and explain how the relationship of supplier, retailers, the Internet, and tasting rooms impact the success of wine sales to the consumer.

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. Explain the interrelationships between suppliers and retailers.
6. Examine the need for flow and merchandising as it pertains to sales.
7. Discuss 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 email
 - B. The mechanics of email usage
- VIII. Promoting Consumer Direct Sales through Special Events

Assignment:

1. Written consumer direct sales and marketing plan after researching needs of the consumer and other marketing research methodologies
2. Written plan to produce a special event in the wine industry
3. Written direct marketing program utilizing the computer and internet as a resource
4. Two tests
5. Final project: sales presentation performance

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 relating to consumer direct marketing plans and project

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 and market

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.

Tests to include 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:

Wine Marketing & Sales. 2nd ed. Wagner, Paul and Olsen, Janeen and Thach, Liz. Board and Bench Publishing. 2016

Successful Wine Marketing. Moultern, Kirby and Lapsley, James. Springer. 2001 (classic)

Instructor prepared materials