

**WINE 102 Course Outline as of Fall 2018****CATALOG INFORMATION**

Dept and Nbr: WINE 102      Title: WINE MARKETING  
 Full Title: Wine Marketing  
 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 177

**Catalog Description:**

A practical approach to marketing wine. Includes market analysis, planning, the development of a marketing plan, and strategies for successful product placement and sales.

**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: A practical approach to marketing wine. Includes market analysis, planning, the development of a marketing plan, and strategies for successful product placement and sales.  
 (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:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>		Effective:	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**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. Provide a market analysis
2. Develop a wine marketing plan
3. Provide strategies for successful product placement and sales

### **Objectives:**

Upon completion of this course, students will be able to:

1. Explain the functions and importance of marketing.
2. Conduct market research and develop a marketing plan for a specific wine.
3. Give examples of and describe a variety of wine marketing strategies.
4. Discuss the importance of branding to a product's success in the market.
5. Develop packaging, collateral, and promotional materials for a specific wine.
6. Write an effective media release.
7. Create an effective special events plan for marketing a product or business.
8. Develop a marketing budget.

### **Topics and Scope:**

#### **I. Introduction to Wine Marketing**

##### **A. Definition and importance of marketing**

1. Planning and executing a set of objectives to bring buyers and sellers together so that a sale can take place
2. Economic viability = profitability

##### **B. Importance of marketing planning**

1. Determine if a profitable market exists
2. Identity of target market
3. How to reach the target market

##### **C. The 5 Ps of marketing**

1. Product
  2. Place
  3. Price
  4. Promotion
  5. Positioning
- D. Developing a wine marketing plan
1. Marketing situational analysis
  2. Marketing goals and objectives
  3. Marketing strategies and tactics
  4. Budgets
  5. Action plan
  6. Evaluation
- E. Outline of a marketing plan
- II. Wine Marketing Strategy
- A. U.S.P. - Unique Selling Proposition
1. Points of differentiation
  2. Weaving a story to build the brand
  3. Pricing the product
- B. Image
1. Principle of image
  2. Current trends
- III. Wine Market Research
- A. Identify customers
1. Trade demographics
  2. Consumer demographics
- B. Know the market areas - locally, nationally, internationally
1. Wholesale distributors/brokers
  2. International marketing
  3. Retailers/restaurants
  4. Consumer direct
- IV. Building the Brand
- A. Define the brand
- B. Timeframe to build a brand
- C. Importance of branding
- D. Components of brand building
- V. Packaging/Collateral/Promotional Materials
- A. Label and case design and printing
1. What is allowed by law on a label
  2. Design aspects
- B. Media and sales kits
1. Conveying the message
  2. Information the kit should contain
- C. Point of sale
1. Sell sheets
  2. Neck hangers, shelf talkers, table tents
- D. Media releases
1. Content
  2. Format
- E. Brochures
1. Consumer
  2. Trade
- F. Photography

1. Choosing a photographer
2. Getting the best shots
- G. Building relationships with artists and writers
- H. Creating materials consistent with the image
- I. Website production and maintenance
  1. Design and creation of the web
  2. Keeping the site up to date
  3. Selling on the web, pros and cons
- VI. Three Tier System for Wine Marketing
  - A. Distributors
    1. Finding wholesale distribution channels
    2. When to appoint a distributor
    3. Working with distributors
  - B. Brokers
    1. Inside California
    2. Outside California
  - C. Retailers
    1. Major chain retailers
    2. Independent retailers
    3. Grocery retailers
- VII. Consumer Direct Marketing of Wine
  - A. Through the winery
    1. Using the tasting room to market product
    2. Tours and consumer events
  - B. Through Clubs
    1. Wine clubs
    2. Special buyer clubs
  - C. Through direct mail
    1. Newsletters
    2. Special interest mailers
- VIII. Compliance
  - A. BATF/ABC requirements when selling wine to distributors/retailers
  - B. BATF/ABC (Bureau of Alcohol, Tobacco and Firearms / Alcoholic Beverage Commission) requirements for consumer direct wine sales
    1. Different requirements for each state
    2. Reciprocal does not necessarily mean solicitable
- IX. Special Events
  - A. Events at the winery
    1. Define the audience - trade, media, or consumer
    2. Planning and execution of events
    3. Using the event to promote the product and brand
  - B. Multi-winery events
  - C. Events away from the winery
    1. Selecting key markets
    2. Participating in national wine related events
  - D. Event promotion
- X. Budget
  - A. Creating a marketing budget
  - B. Broad outline budget
  - C. Detailed budget

**Assignment:**

1. Read 10 - 25 pages per week
2. Outline of a marketing plan for a specific wine (10-15 pages)
3. Compile into a notebook examples of packaging, collateral and promotional materials with brief summaries for at least two wines
4. Analyze examples from one wine, write a 2-3 page paper, and present an oral report on effectiveness and appeal of materials
5. Prepare a one-page press release, following guidelines
6. Special events plan with budget (3-7 pages) for marketing a wine
7. Quizzes (2-4), midterm, final exam: multiple choice, true/false, matching items, completion, short answer

### 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.

Paper; press release; notebook

Writing  
30 - 40%

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

Special events plan and budget

Problem solving  
10 - 20%

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

None

Skill Demonstrations  
0 - 0%

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

Quizzes, mid-term and final exam: multiple choice, true/false, matching items, completion, short answer

Exams  
20 - 30%

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

Oral presentation; attendance and participation

Other Category  
20 - 30%

### Representative Textbooks and Materials:

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