WINE 104 Course Outline as of Fall 2017

CATALOG INFORMATION

Dept and Nbr: WINE 104 Title: AG & WINE MKTG FNDMNTLS
Full Title: Agricultural and Wine Marketing Fundamentals
Last Reviewed: 2/1/2010

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00 Total Student Learning Hours: 157.50

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:	

Catalog Description:
A practical approach to marketing agricultural products and 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

Limits on Enrollment:

Schedule of Classes Information:
Description: A practical approach to marketing agricultural products and 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
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:
Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:
At the conclusion of this course, the student should be able to:
1. Explain the functions and importance of marketing.
2. Conduct market research and develop a marketing plan for a specific commodity.
3. Give examples of and describe a variety of agricultural and 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 commodity.
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 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 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. Agricultural Marketing

A. Food consumption and marketing
B. Food processing and marketing
C. Food wholesaling and retailing
D. Niche Marketing
1. Right product to the right person at the right time
2. What makes a niche market worthwhile for the farmer?
a. Accessible information about the group
b. Group reachable through identified information channels
c. group must be big enough and sufficiently profitable to make it work targeting
d. Nature of a niche market is that it tends to disappear after a time
3. Examples of products
a. Specialty crops (unusual, difficult to mass produce)
b. Bundled products (tea, herbs, salsa fixings)
c. Aligned products (cheese and honey with vegetables)
d. Market-responsive products (organic, local, ethnic)
e. Trend-responsive products (South Beach Diet vegetables)

E. Value-added marketing
1. Processing or modifying the product
2. Growing something in a way that is acknowledged as safer
3. Adding a component of information, education, or entertainment

F. Direct or relationships marketing
1. Farmer's markets
2. On farm sales and roadside stands
3. Internet and mail order
4. Restaurants and direct to retail stores
5. Collaborative marketing groups
6. Community supported agriculture (CSA - subscription form)
7. On-farm sales and agritourism
8. Institutional marketing and farm-to-school programs

G. Functional and Organizational Issues
1. Organization of markets for food
2. Cooperatives in the food industry
3. Market power and bargaining associations
4. Market information
5. Standardization and grading
6. Transportation
7. Storage

III. Wine Marketing

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

IV. Market Research
- A. Who are your 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

V. Building the Brand
- A. What is the brand?
- B. How long does it take to build a brand?
- C. Why is branding so important?
- D. What are the components of brand building?

VI. 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. What is the message
  - 2. What information should the kit 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

VII. 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

VIII. 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

IX. 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

X. 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

XI. Budget
A. Creating a marketing budget
B. Broad outline budget
C. Detailed budget

Assignment:

1. Reading: 10 - 25 pages per week.
2. Outline of a marketing plan for a specific commodity (10-15 pages).
3. Compile into a notebook examples of packaging, collateral and promotional materials with brief summaries for at least two agricultural products and two wines.
4. Analyze examples from one product, 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 an agricultural product, wine, or business.
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 presenation; attendance and participation.	Other Category 20 - 30%

Representative Textbooks and Materials:
Kohls, Richard L. et al. Marketing of Agricultural Products. Prentice Hall, 2005.
Reis, Al and Trout, Jack. Positioning: The Battle for Your Mind. McGraw-Hill, 2001 (Classic)