## WINE 105 Course Outline as of Fall 2023

# **CATALOG INFORMATION**

Dept and Nbr: WINE 105 Title: WINE PUBLIC RELATIONS Full Title: Wine Public Relations Last Reviewed: 9/11/2017

Units		<b>Course Hours per Week</b>	]	Nbr of Weeks	<b>Course Hours Total</b>	
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 175.2

#### **Catalog Description:**

Course covers the essentials of effective promotion and sales of wine to consumers and the trade. Includes image creation, communication skills, media usage, special event staging, preparing a public relations (PR) plan, writing PR materials and social media communications.

**Prerequisites/Corequisites:** 

## **Recommended Preparation:**

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

## **Limits on Enrollment:**

## **Schedule of Classes Information:**

Description: Course covers the essentials of effective promotion and sales of wine to consumers and the trade. Includes image creation, communication skills, media usage, special event staging, preparing a public relations (PR) plan, writing PR materials and social media communications. (Grade or P/NP) Prerequisites/Corequisites: Recommended: Eligibility for ENGL 100 or ESL 100 and Course Completion of VIT 1 OR

# **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

AS Degree: CSU GE:	Area Transfer Area	Effective: Effective:	Inactive: Inactive:
<b>IGETC:</b>	Transfer Area	Effective:	Inactive:
CSU Transfer	Effective:	Inactive:	
UC Transfer:	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. Design a unique wine product image.
- 2. Prepare and demonstrate public relations plans.
- 3. Write public relations and social media materials.

## **Objectives:**

Upon completion of this course the student will be able to:

- 1. Establish effective relations with media representatives.
- 2. Create effective content and format for promotional materials.
- 3. Assess public relations strategies for promoting wine sales.
- 4. Design a unique and consistent company/product image.
- 5. Develop methods for staging successful special promotional events.
- 6. Determine what effect design elements have on perception of a product.

## **Topics and Scope:**

- I. Marketing Wine Products
  - A. Creating a Unique and Consistent Image
    - 1. How to weave a story and create a solid foundation for a brand
    - 2. Ways to effectively communicate this story
    - 3. Innovative packaging of the story
    - 4. Design elements and effect on product perception
    - 5. Marketing tools to sell the story to distributors and consumers

## **B.** Communication Skills

- 1. How to write a press kit
- 2. Writing an effective press release
- 3. Writing scripts for audio and video presentations

- 4. Promoting your product through photography
  - a. A picture speaks a thousand words
  - b. Brochures, photo albums for sales reps, press kits, slide shows, video, etc.
- II. Communicating a Wine Products Message to the Media
  - A. How to establish long-lasting, respectful relationships with the press
  - B. How the press can support a brand
  - C. How to react to a changing media/social media
- III. Creating and Planning Unique Special Wine Events

# Assignment:

- 1. In-class oral presentations (2)
- 2. Write a wine product press release
- 3. Prepare a public relations plan outline
- 4. Analyze wine packaging and write a 1-page report about the effect of design elements on how a product is perceived
- 5. Write 3-5 pages explaining the entire process involved in carrying out a selected public relations strategy for wine products
- 6. 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.

Packaging report; PR plan outline; create and format a press release

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

Packaging analysis

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

Oral presentations

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

Final exam to include multiple choice, essay, completion, and true/false

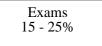
**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation

Writing 35 - 50%

Problem solving 20 - 40%

Skill Demonstrations 5 - 20%



Other Category
0 - 20%

**Representative Textbooks and Materials:** Wine Marketing & Sales. 2nd ed. Wagner, Paul and Olsen, Janeen and Thach, Liz. Board and Bench Publishing. 2016 Instructor prepared materials