

WINE 131 Course Outline as of Fall 2004**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	3.50	9	Lecture Scheduled	31.50
Minimum	1.50	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.50		Contact Total	31.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 63.00

Total Student Learning Hours: 94.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 39 - Total 2 Times

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:**Recommended Preparation:****Limits on Enrollment:****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 winetasting. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended:

Limits on Enrollment:
Transfer Credit:
Repeatability: Total 2 Times

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 a wine competition.
2. Evaluate judges and staff for a wine competition.
3. Manage the logistics of a wine competition.
4. Schedule the tasks for a wine competition.
5. Explain the methodologies of a wine competition 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 a wine competition.
8. Appraise the success and outcome of a wine competition.
9. Arrange the priorities in planning a public winetasting.
10. Evaluate prospective volunteers and staff for a public winetasting.
11. Manage the logistics of a public winetasting.
12. Schedule the tasks for a public winetasting.
13. Critique and evaluate the work of volunteers and paid staff at a public winetasting.
14. Explain the methodologies of a public winetasting to staff and volunteers.
15. Appraise the success and outcome of a public winetasting from both financial and public relations point of views.

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. This forms the "skills demonstrations" portion of the grade.
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.

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

Writing 25 - 50%

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

Homework problems

Problem solving 10 - 25%

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

Class performances

Skill Demonstrations 30 - 50%

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

Multiple choice, True/false, 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:

EVENT PLANNING: Judy Allen, First Edition, John Wiley and Sons, 2000