

**WINE 105 Course Outline as of Spring 2005****CATALOG INFORMATION**

Dept and Nbr: WINE 105 Title: WINE PUBLIC RELATIONS

Full Title: Wine Public Relations

Last Reviewed: 9/11/2017

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	3.00	9	Lecture Scheduled	27.00
Minimum	1.50	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	27.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 54.00

Total Student Learning Hours: 81.00

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 (P.R.) plan and writing P.R. materials.

**Prerequisites/Corequisites:****Recommended Preparation:****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 (P.R.) plan, and writing P.R. materials. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended:

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:
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<b>CSU Transfer:</b>	Effective:	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and 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 your product

##### 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 Your Message to the Media

- A. How to establish long-lasting, respectful relationships with the press
- B. How the press can support your brand

C. How to react to a changing media  
III. Creating and Planning Unique Special Events that Support your Image

**Assignment:**

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

**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.

Essay exams, Packaging report; PR plan outline.

Writing  
35 - 50%

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

Packaging analysis.

Problem solving  
20 - 40%

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

Class performances, Oral presentations; Create/format a press release.

Skill Demonstrations  
5 - 20%

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

Formal schedule exam: written.

Exams  
15 - 25%

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

Attendance.

Other Category  
0 - 20%

**Representative Textbooks and Materials:**

Instructor prepared materials.