

**WINE 131 Course Outline as of Fall 2017****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	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	4	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 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 public wine tasting.

**Prerequisites/Corequisites:**

Minimum Age 18 or older

**Recommended Preparation:**

Course Completion of WINE 1 OR VIT 1

**Limits on Enrollment:**

Minimum Age 18 or older.

Students will be tasting wine in this course.

Legal Age requirement for the Sip and Spit Law is minimum age of 18.

**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 public wine tasting. (Grade or P/NP)  
Prerequisites/Corequisites: Minimum Age 18 or older  
Recommended: Course Completion of WINE 1 OR VIT 1  
Limits on Enrollment: Minimum Age 18 or older.

Students will be tasting wine in this course.

Legal Age requirement for the Sip and Spit Law is minimum age of 18.

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. Plan, organize, and manage a successful public wine event.
2. Evaluate the outcome and success of a wine event from both financial and public relations points of view.

**Objectives:**

At the conclusion of this course, the student should be able to:

1. Arrange the priorities in planning public wine events.
2. Evaluate potential staff and volunteers for public wine events.
3. Manage the logistics of public wine events.
4. Schedule the tasks for public wine events.
5. Explain the methodologies of public wine events to staff and volunteers.
6. Evaluate site infrastructure for potential event use.
7. Critique and evaluate the work of volunteers and paid staff at public wine events.

**Topics and Scope:**

- I. What Makes a Successful Event?
  - A. Site selection
  - B. Minimum infrastructure requirements
  - C. Financial sustainability
  - D. External perception

1. wineries
  2. general public
- E. Internal perception
- II. Evaluating Prospective Staff for a Public Wine Event
- A. Volunteers
  - B. Paid staff
- III. Public Wine Event Planning
- A. Prioritizing by time
  - B. Prioritizing by importance
  - C. Room layout
  - D. Entertainment
  - E. Traffic flow
- IV. Scheduling Tasks
- A. Facility use
  - B. Deliveries
  - C. Volunteers
  - D. Permits
- V. Communicating with Staff
- A. Explaining methodologies
  - B. Need-to-know
  - C. Written expectations
  - D. Rewards and positive reinforcement
- VI. Evaluating Staff Performance
- A. Written critique
  - B. Management review
  - C. Staff feedback
  - D. Planning for next year
- VII. Managing the Logistics of Public Winetasting
- A. Selecting vendors
  - B. Soliciting donations
  - C. Delegating authority
  - D. Methods of staying organized
- VIII. Public Relations and Marketing
- A. Media
    1. press releases
    2. advertising
    3. flyers
    4. news stories
  - B. Timing
    1. internal
    2. publishing
- IX. Ticket Sales
- A. Box office options
  - B. Online sales
  - C. Same day sales
- X. 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
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. Choose and evaluate a potential event site and write a short report as homework
  5. 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.

Summaries based on reading assignments	Writing 25 - 50%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems of researching about wine events	Problem solving 10 - 25%
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**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Participation in events or mock events	Skill Demonstrations 30 - 50%
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**Exams:** All forms of formal testing, other than skill performance exams.

Final exam includes multiple choice, true/false, completion	Exams 10 - 25%
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**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation	Other Category 0 - 10%
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### Representative Textbooks and Materials:

Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. 2nd ed. Allen, Judy. Wiley. 2008 (classic)

Instructor prepared materials