

Recommended Sequence of Courses

Program of Study: Wine Studies: Wine Business and Marketing

Department: Agriculture & Natural Resources

Coordinator: Bob Fraser

Effective: Spring 2012

Course Number	Course Title	Units
First Semester		
WINE 1 OR	World Viticulture and Wine Styles	3.0
VIT 1	World Viticulture and Wine Styles	3.0
WINE 70	Wine Component Tasting	1.5
AGBUS 2 OR	Agricultural Computer Applications	3.0
AGBUS 7	Agricultural Economics	3.0
Restricted Electives	See program website for list (may be taken any semester)	3.0
First Semester Unit Total:		10.5
Second Semester		
*WINE 42.1 and WINE 42.2 OR	Winery Operations	4.0
WINE 3	Introduction to Enology	4.0
WINE 110	Professional Wine Judging	1.5
Second Semester Unit Total:		5.5
Third Semester		
WINE 56	Introduction to Agriculture and Wine Business Management	3.0
WINE 101	Wine Sales and Distribution	1.5
WINE 102	Wines in the Global Marketplace - Retail Sales	1.5
WINE 104	Agricultural and Wine Marketing Fundamentals	3.0
Third Semester Unit Total:		9.0
Fourth Semester		
AGBUS 62	Agricultural Sales and Communication	3.0
Fourth Semester Unit Total:		3.0
Minimum units to meet program requirements:		28.0

Notes: *WINE 42.1 is offer in the Fall, WINE 42.2 is offered in the Spring

WINE 42.1 and WINE 42.2 taken together OR WINE 3