WINE 103 Course Outline as of Spring 2012

CATALOG INFORMATION

Dept and Nbr: WINE 103 Title: CONSUMER DIRECT WINE MKT
Full Title: Consumer Direct Wine Sales and Marketing
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	8	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 175.1

Catalog Description:
An introduction to and overview of the sales and marketing of wine and the winery directly to consumers. The course will include information on special events, creation and management of wine clubs, tourism, building connection with customers, internet marketing, etc. The focus is strictly on the aspects of marketing and selling wine directly to consumers.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: An introduction to and overview of the sales and marketing of wine and the winery directly to consumers. The course will include information on special events, creation and management of wine clubs, tourism, building connection with customers, internet marketing, etc. The focus is strictly on the aspects of marketing and selling wine directly to consumers. (Grade or P/NP)

Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100
Limits on Enrollment:
Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

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, student will be able to:
1. Create a consumer direct sales and marketing plan.
2. Assess and understand the needs of the customer.
3. Create and successfully produce special events.
4. Utilize the internet as a direct marketing and sales tool.
5. Explain the interrelationships between suppliers and retailers.
6. Examine the need for flow and merchandising as it pertains to sales.
7. Discuss the importance of the tasting room to sales and profits.

Topics and Scope:

I. The Benefits of Consumer Direct Sales and Marketing
   a. Increased sales
   b. Consumer loyalty
   c. Brand support
II. Find Customers--How, Where and Why
   a. The importance of a good database
   b. Creation of the database and customer profiling
III. Designing an Effective Consumer Mail Piece
IV. The Importance of the Tasting Room in Consumer Direct Sales and Marketing
   a. Creating the complete wine experience
   b. How to affect buying habits for next ten years
V. Consumer Direct Sales
   a. Winery specific selling techniques
   b. Winery operations

VI. The Creation and Management of Wine Clubs
VII. Using the Internet to Create Interest
  a. The effectiveness of email
  b. The mechanics of email usage
VIII. Promoting Consumer Direct Sales through Special Events

Assignment:

1. Written consumer direct sales and marketing plan after researching needs of the consumer and other marketing research methodologies
2. Written plan to produce a special event in the wine industry
3. Written direct marketing program utilizing the computer and internet as a resource
4. Two tests
5. Final project: Sales presentation

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 relating to consumer direct marketing plans and project	Writing 10 - 25%

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

Creation of plans on consumer direct sales & mrkt	Problem solving 25 - 35%

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

Sales presentation performances	Skill Demonstrations 30 - 50%

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

Tests to include multiple choice, true/false, matching items, 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:
Wine Marketing & Sales, Success Strategies for a Saturated Market, by Paul Wagner, Janeen Olsen, and Liz Thach. Wine Appreciation Guild, 2007.
Successful Wine Marketing, by Kirby Moultern and James Lapsley. Springeronline, 2001.

Instructor prepared materials