

**WINE 102 Course Outline as of Spring 2015****CATALOG INFORMATION**

Dept and Nbr: WINE 102 Title: WINES GLBL MRKT/RTL SALE

Full Title: Wines in the Global Marketplace - Retail Sales

Last Reviewed: 9/11/2017

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 177

**Catalog Description:**

Basic knowledge of global retail wine sales including product knowledge (tasting), consumer buying trends, and motivation of the consumer. Retailer/wholesaler relationships including what, how, and when to buy and pricing strategies in a global marketplace.

**Prerequisites/Corequisites:**

Minimum Age 18 or older

**Recommended Preparation:****Limits on Enrollment:**

Must be age 18 or older

**Schedule of Classes Information:**

Description: Basic knowledge of global retail wine sales including product knowledge (tasting), consumer buying trends, and motivation of the consumer. Retailer/wholesaler relationships including what, how, and when to buy and pricing strategies in a global marketplace. (Grade or P/NP)

Prerequisites/Corequisites: Minimum Age 18 or older

Recommended:

Limits on Enrollment: Must be age 18 or older

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, students will be able to:

1. Describe the nature of retailing in a global marketplace.
2. Describe the responsibilities of a winery sales representative in marketing sales to a retailer.
3. Develop an understanding of today's consumer.
4. Explore the influence of the press and wine competitions on the consumer.
5. Examine and critique major wine publications.
6. Describe the use of point of sale material.
7. Define the sources of the wholesale wine market (broker, wholesale distributor, and winery direct) and major imports.
8. Describe effective buying techniques.
9. Discuss pricing strategies.
10. Present effective sales techniques.
11. Discuss the global marketplace in relation to imports and exports of wine products.

### **Topics and Scope:**

1. Introduction
  - a. Types of Retailers: Chain, independent, discounters, specialty stores, supermarkets, etc.
  - b. History of Wine Retailing
2. Wine Evaluations
  - a. Understanding wines
  - b. Tasting and evaluating product
3. Define and Describe the Customer
4. Buying Habits of the Consumer
5. Influences on Consumer Buying
  - a. Press
  - b. Wine competitions
  - c. Point of sale materials (shelf talkers, etc.)

6. Wholesale/Retail Relationships
  - a. Define wholesale
  - b. Building relationships
7. Buying Techniques
  - a. How to buy
  - b. When to buy
8. Pricing Strategies
  - a. Mark-up
  - b. Discounting
9. Sales Techniques
  - a. Salesman/customer relationship
  - b. Closing the sale
10. Global marketplace of wine imports and exports

### Assignment:

1. Assigned readings from instructor handouts and written homework assignments
2. Tastings, discussions, evaluations of flights of wine
3. Homework problems concerning mark-up and discounting strategies
4. Two to three quizzes or exams
5. Final project: oral sales presentation to the class

### 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  
5 - 20%

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

Homework problems on mark-up and discounting strategies

Problem solving  
10 - 15%

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

Oral sales presentation, sensory evaluation

Skill Demonstrations  
30 - 45%

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

Quizzes: multiple choice, true/false, completion

Exams  
35 - 45%

**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, 2010.

Instructor prepared materials