**WINE 109 Course Outline as of Summer 2022**

# CATALOG INFORMATION

Dept and Nbr: WINE 109          Title: WINE CLUBS
Full Title: Wine Club Creation, Maintenance and Promotion
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:

**Catalog Description:**
Course covers the essentials of creating and maintaining a wine club, including club infrastructure; traditional and social media communication with members; hosting club events; preparing marketing and public relations plans and materials.

**Prerequisites/Corequisites:**


**Recommended Preparation:**
Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**


**Schedule of Classes Information:**
Description: Course covers the essentials of creating and maintaining a wine club, including club infrastructure; traditional and social media communication with members; hosting club events; preparing marketing and public relations plans and materials. (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:**
Both Certificate and Major Applicable

## COURSE CONTENT

**Student Learning Outcomes:**
At the conclusion of this course, the student should be able to:
1.  Create in-depth plan for creation and maintenance of a wine club
2.  Write event, marketing and public relations plans
3.  Formulate wine club budgets and performance metrics

**Objectives:**
At the conclusion of this course, the student should be able to:
1. Create a sustainable and profitable wine club
2. Develop plans for acquisition and retention of members, including member benefits
3. Assess marketing and public relations strategies for promoting club membership sales
4. Design a unique and consistent image for the wine club
5. Develop methods for staging successful special wine club events
6. Design the look and feel of marketing collateral for the wine club

**Topics and Scope:**

I. Wine Club Creation and Maintenance
    A. Creating the right wine club for your business
        1. Is a wine club right for your business?
        2. Defining the goals for wine club(s)
        3. Determining the structure of the club
        4. Developing different types of clubs
        5. Creating the infrastructure to promote growth
        6. Equipment and personnel
    B. Wine Club Maintenance
        1. Meeting the challenges of growing a wine club
        2. Generating and retaining members
        3. Meeting members wants, needs and desires
        4. Providing outstanding customer service

     5. Maintaining the club database
II. Communicating the Wine Club Message
   A. Ways to effectively communicate wine club story
   B. Social media and other electronic media for club growth
   C. Club members as ambassadors
III. Creating and Planning Special Events that Support Wine Club Growth

**Assignment:**

1. Research 3 wine clubs from local wineries; incorporate findings into class assignments
2. In-class oral presentations (2)
3. Develop a written plan for the wine club, including attracting new members and retaining current members
4. Write a 1-page report on wine club management
5. Write 3-5 pages about the pros and cons of wine clubs
6. 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.

| Written plan and reports | Writing<br>35 - 50% |
| --- | --- |

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

| Reports on wine club management and pros and cons of a wine club. | Problem solving<br>20 - 40% |
| --- | --- |

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

| None | Skill Demonstrations<br>0 - 0% |
| --- | --- |

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

| Final exam to include multiple choice, essay, completion, and true/false | Exams<br>15 - 25% |
| --- | --- |

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

| Oral presentations, attendance and participation | Other Category<br>10 - 30% |
| --- | --- |

**Representative Textbooks and Materials:**
Instructor prepared materials