COURSE OUTLINE
Developed by Stephen Sparks CEC,CCE
October 1, 2003

DEPARTMENT: Culinary Arts
CURRICULUM: Wine Technology
COURSE TITLE: Wine Marketing and Sales
COURSE NUMBER: WIN 141
TYPE OF COURSE: Lecture
COURSE LENGTH: Quarter
CREDIT HOURS: 3
LECTURE HOURS: 33
LAB HOURS: 0
CLASS SIZE: 20
PREREQUISITES: Introduction to Business, Introduction to Marketing or permission of instructor

COURSE DESCRIPTION:
Introduction to wine marketing and sales methods, basic approaches to packaging, advertising, promotion, retail and wholesale selling of wine.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Communication – Speak and write effectively for personal, academic and career purposes.
2. Computation – Identify, interpret, and utilize higher level mathematical and cognitive skills
3. Critical thinking and problem solving – Think critically in evaluating information, solving problems and making decisions.
4. Personal responsibility – Be aware of civic and environmental issues.

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STUDENT LEARNING OUTCOMES ADDRESSED: (cont.)

5. Information literacy – Access and evaluate information from a variety of sources and contexts, including technology.

GENERAL COURSE OBJECTIVES:

At the end of the course the student will:

- Prepare sales calls and interviews
- Create package design
- Choose appropriate advertising techniques
- Design marketing strategies and selling programs
- Develop a basic wine marketing and sales program

TOPICAL OUTLINE:                      APPROX. HOURS

- Overview of marketing and sales  6
- Packaging and label design      6
- Public relations and advertisement techniques 6
- Sales calls                      3
- Sales to distributors           4
- Sales to chains                 4
- Development of wine lists       4

TOTAL                              33

DEVELOPED BY: Stephen Sparks CEC, CCE
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