

Mt. San Jacinto College
Integrated Course Outline of Record

Form B

Submitted by:	Karen Cranney	Date:	06/13/2019
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Department	Subject	Course Number	Title
Wine Industry and Hospitality	Wine Industry and Hospitality WINE	501	Introduction to Winery Business Principles (formerly VEW-108)
Business Administration	Business Administration BADM	501	Introduction to Winery Business Principles

Units/Hours

- Each lecture unit requires 1 hour per week of class time, and 2 hours per week of study outside of class.
- Each laboratory unit requires 3 hours per week of class time.
- Each activity unit requires 2 hours per week of class time and 1 hour per week of study outside of class.

Lecture Units	Total Units
3.00	3.00
Lecture Contact Hours	Total Contact Hours
48.00 - 54.00	48.00 - 54.00
Lecture Homework Hours	
96.00 - 108.00	

Stand Alone:

Stand Alone

AA/AS Degree General Ed Breadth Area(s):

-none-

General Education Justification:

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Maximum Enrollment:	40
Maximum Enrollment Justification:	Justification:
Grading Method:	Letter Grade or P/NP
TOP code:	0104.00*

Can be Taken

1

time(s) for credit (max 4)

- Visual or Performing Arts course that is required to meet major requirements for UC/CSU

- Intercollegiate athletics course

- Academic/vocational competition course

Catalog Description:

(Please do not refer to transferability or degree, certificate, or employment concentration applicability. Please only describe the course).
(75 words or less in gray box below).

This course is an introduction to the business of winemaking; marketing, basic accounting, media relations, product management, inventory control, state and federal compliance licensing, industry trends, distribution channels, wine club development and management, human resources and ALC management, state and federal taxation, insurance, vintage forecasting and industry contracts.

Schedule Description:

(Please do not refer to transferability or degree, certificate, or employment concentration applicability. Please only describe the course).
(25 words or less in gray box below).

This course introduces the business of winemaking. Topics include marketing, media relations, product management, state and federal compliance licensing, industry trends, and wine club development.

Need for the course:

This course is required for the Employment Concentration, which has been renamed to Wine Industry and Hospitality Program. It will also be part of the future AS degree and certificate in Wine Industry and Hospitality

Prerequisite(s):

Prerequisites go through a separate approval process. See Forms E1-E6 for details.
(For further clarification, contact the Prerequisite Subcommittee)

-none-

Corequisite(s):

Corequisites go through a separate approval process. See Forms E1-E6 for details.

-none-

Recommend Preparation:

Recommended Preparation goes through a separate approval process. See Forms E1-E6 for details.

-none-

Other Enrollment Criteria:

-none-

Learning Objectives:

(please number each objective and express in behavioral terms)
Upon the completion of the course the student will be able to do the following:

1. Evaluate the principles of marketing and branding to wine sales and assess the principles of pricing in the marketplace;

2. Consider the process of vintage forecasting;

3. Consider public and media relations and how they apply to the wine industry;

- 4. Investigate the process of bookkeeping and accounting for wineries;
- 5. Assess winery financial reports;
- 6. Outline the TTB and ABC laws pertaining to wine consumption and sales and examine TTB training for wine sales;
- 7. Consider the various wine distribution channels;
- 8. Assess state and federal licensing requirements for wine sales;
- 9. Assess how E commerce and social networking effect wine sales;
- 10. Outline insurance requirements in the wine industry and analyze grape contracts between winery and grower;
- 11. Consider principles of wine club development and management;

Course Content:

(please number the outline of main topics and subtopics)

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- 1. Marketing Wines
 - 1. Advertising in magazines
 - 2. Internet usage
 - 3. Us of local hotels, chambers of commerce, tourism offices.
- 2. Branding wine
 - 1. Demographics
 - 2. Target markets
 - 3. Trends
- 3. Pricing and the market place
 - 1. Premium pricing
 - 2. Economy pricing
 - 3. Penetration Pricing
 - 4. Skimming
- 4. Pricing based on branding strategies
 - 1. Brand strategy
 - 2. Target drinking audience
 - 3. Create a unique selling proposition
- 5. Vintage forecasting based on
 - 1. Shelf-life
 - 2. Market Trends
- 6. Public and media relation using
 - 1. Newspapers
 - 2. Radio
 - 3. Production company videos
- 7. Bookkeeping and accounting
 - 1. Tax laws
 - 2. Inventory control
 - 3. Valuation
- 8. Winery financial reports
 - 1. Premium sales records
 - 2. Changing consumer preferences
 - 3. Business predictions and observations
- 9. TTB and ABC laws
 - 1. State licensing requirements
 - 2. Federal licensing requirements
 - 3. Relationship between state and federal licensing requirements
- 10. Wine wholesale distribution channels
 - 1. The 3 tier system
 - 2. Direct distribution system
- 11. Wine insurance plans
 - 1. Physical loss or damage

- 2. General liability
 - 3. Crop insurance
 - 4. Liquor liability coverage
 - 5. Equipment breakdown coverage
 - 6. Product loss coverage
- 12. Grape Contracts between the grower and the winery
 - 1. Identify of grapes in the contract (what is traded)
 - 2. Payment terms
 - 3. Grape quality (inspection and adjustment)
 - 4. Method of price determination
 - 5. Farm plan
- 13. Ecommerce and email in wine sales
 - 1. The internet
 - 2. Social networking
 - 3. Blogs
- 14. Wine club development
 - 1. Tiered shipping and pricing
 - 2. Special events
 - 3. Brand alignment
 - 4. Communication
- 15. Wine club management
 - 1. Create loyalty
 - 2. Awareness of club member experience
 - 3. Strategies – Tactics – Measurement
 - 4. Calculate wine club attrition and set goals.

Methods of Instruction:

Methods of instruction may include, but are not limited to the following:

- **Method:** Lecture and discussion
Integration: Lecture and discussion will be used to assist students on the marketing and branding of wines as well as vintage forecasting and pricing. Wine club development and management, contracts, insurance, bookkeeping,laws and financial reports will be discussed.
- **Method:** Online Activity/Discussion
Integration: Online assignments and discussion will be used to demonstrate how the internet, social networking and blogs are used in the marketing and branding of wine.
- **Method:** Audio-visual materials
Integration: Youtube videos or DVDs may be used to show grape contracts between grower and seller, insurance policies and bookkeeping and accounting methods.
- **Method:** Field Trips
Integration: Field trips will increase self-awareness of wine club development and management and winery distribution operations.
- **Method:** Individual Projects
Integration: Individual projects be assigned to help students gain an understanding of winery bookkeeping and accounting methods.

Methods of Evaluation:

A student's grade shall be determined by the instructor using multiple measures of performance related to the course objectives. Methods of evaluation may include but are not limited to the following:

- **Method:** Exams/Tests
Integration: Written exams will be used to measure the mastery of course objectives. A defined rubric will be used to assess the students knowledge of marketing and branding of wines, pricing, forecasting, laws, contracts, wine development and management, distribution channels and and insurance.

- **Method:** Reading and Home Work Assignments
Integration: Reading and homework assignments will be evaluated by a defined rubric. Evaluation of the concepts will focus on style, methods and effectiveness of winery marketing and branding, wine club development, laws that govern winery management.
- **Method:** Projects
Integration: Individual projects will be evaluated by measuring the student's understanding of winery bookkeeping and accounting methods, marketing, pricing, E commerce, bookkeeping and accounting practices.

Examples of Assignments:

Students will be expected to understand and critique college level texts or the equivalent. Reading and writing, as well as out of class assignments are required. These assignments may include but are not limited to the following:

- For the following three topics write a 1 page essay for each :
 1. Compare and contrast the three-tiered wine distribution system with the direct wine distribution system.
 2. Discuss state licensing requirements and federal licensing requirements and the relationship between the two.
 3. Evaluate the principles of marketing and branding to wine sales and assess the principles of pricing in the marketplace
- Write a 3-page paper on how E-commerce and email can be used for increasing wines sales.
- Develop a plan for a new winery that includes state and federal licensing requirements for wine sales
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- Identify in writing the essential financial and branding requirements of successful wine club management.

Textbooks:

- Lamy, J., L. (2015). *The Business of Winemaking* Wine Appreciation Guild. ISBN: 978-1-935879-65-7
- Sugaka, Marianna. Robinson, Richard, MS (2019). *Management and Marketing of Wine Tourism Business* Palgrave, McMillan, and Cham. ISBN: 978-3-319-75461-1

Other Resources:

Minimum Qualification

- Accounting (Masters Required) **or**
- Agricultural Business and Related Services **or**
- Business (Masters Required)