

WINE INDUSTRY AND HOSPITALITY

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Degree(s)

Transfer:

None

Non-Transfer:

None

Certificate(s)

None

Employment Concentration Certificate(s)
Viticulture, Enology and Winery Technology Concentration

99999 ECC.VEW.VEWT

Wine Hospitality and Salesmanship 99999 ECC.VEW.WH&S

PROGRAM DESCRIPTION

Wine Industry and Hospitality is a program that introduces the student to a variety of disciplines included in the winemaking industry. From basic winemaking (enology), grape cultivation (viticulture), event organization and service (hospitality) to marketing and selling of wine (business principles). This program seeks to inform the student at an introductory level to the many fields encompassing the winery industry.

CAREER OPPORTUNITIES

All career opportunities listed are representative careers in each field. There are no guaranteed positions for students completing these programs. ([See: www.onetonline.org](http://www.onetonline.org))

Employment Concentration

Viticulture, Enology and Winery Technology

Winery Production Worker, Winery Tour Guide, Winery Tasting Room Pourer

Wine Hospitality and Salesmanship

Winery Tasting Room Associate, Winery Events/Wine Club Operator, Winery Tour Guide, Restaurant Waiter/Waitress, Wine Sales Representative

LEARNING OUTCOMES

- Define and understand viticulture terminology and identify morphology.
- Identify and understand the difference between grape species including *Vitis vinifera* and hybrids.
- Describe modern vine training and trellis systems and how they impact vine growth and management.
- Understand the causes of poor fruit set and berry development.
- Define vine balance and understand the link between reproductive and vegetative potential of the vine on end fruit quality.
- Identify site characteristics needed for successful commercial winegrape production based on vine physiology.
- Interpret information learned in lecture for use in critical thinking during discussion and journal article review.

EMPLOYMENT CONCENTRATION

Viticulture, Enology and Winery Technology

(6 units)

VEW-100	Introduction to Viticulture	3 units
VEW-102	Introduction to Enology	3 units

Wine Hospitality and Salesmanship (6 units)

This Employment Concentration Certificate will prove the student's ability to work in the "wine hospitality" industry, helping the student applying for jobs related to the mentioned industry, while continuing further coursework toward a full certificate or degree.

VEW-106	Wine Hospitality	3 units
VEW-108/BADM-108	Introduction to Winery Business Principles	3 units