

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: WINE 220
Course Title: Wine Marketing and Merchandising

Year: 2024-2025
Credit Hours: 3

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

Students learn the fundamental aspects of the wine business and the unique characteristics of its marketing to effectively market and promote wine. Successful sales and customer service strategies along with a range of selling techniques from wholesale, retail, restaurant, and wine room tasting are studied. Students learn how to assess customer needs and meet them. Topics include wine business management, sales and communications, direct and indirect distribution channels, advertising, alternative sales strategies, internet e-commerce, public relations, print and other relevant media, concepts of brand imaging, product slotting and placement. Activities include development of a marketing plan for wine products and merchandise. Additional fee required. Prerequisites: ENGL 101; ENGL 201 or ENGL 204; WINE 120; prior completion or concurrent enrollment in MATH 090 and RDNG 116 if required by placement testing. 3 Cr. (3 Lec.) Spring semester.

Course Context/Audience

This is a required course in the Wine Marketing degree program. This course focuses on the marketing of wine from business to business, retailing or presenting to the public. It is also appropriate for students from related majors or community members interested in learning about sales and merchandising for the wine industry. The course targets wine importers, distributors, hotels, resorts, restaurants, and private groups.

Basic Skills/Entry Level Expectations

Writing:	WC:	College-level writing skills are required. See course prerequisites for details.
Math:	M1:	If required, the student must be concurrently enrolled in MATH 090. Very basic mathematical skills are required.
Reading:	R3:	If required, the student must be concurrently enrolled in RDNG 116. The course requires reading of mostly beginning college-level materials and limited higher college-level materials that will also be covered in class.

Course Goals

The goals of this course are

1. To provide the students with specific wine industry marketing and merchandising concepts, Internet and other media-advertising strategies.

2. To make students aware of the necessity of developing relationships and fundamental selling/ customer service skills to develop brand and product loyalty. The course will provide the opportunity to practice these concepts and skills.

Course Objectives/Topics

Topic	# Class Hours
Consumer research & wine consumer behavior market strategies	3 hours
Target market and market audits/tracking retail sales	3 hours
US wine markets - Study of history and new trends	3 hours
Production and marketing relationships and communication; developing a SWOT analysis	3 hours
Wine marketing legalities	3 hours
Imports and exports	3 hours
E-commerce and public relations study	3 hours
Product differentiation/branding/positioning	3 hours
Pricing programs	3 hours
Successful selling techniques	3 hours
Advertising	3 hours
Distribution channels	3 hours
Label & bottle design	3 hours
Bulking	3 hours
Marketing through integration, case study, and writing a marketing plan	3 hours

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> ➤ develop meaningful questions to address problems or issues. ➤ gather, interpret, and evaluate relevant sources of information. ➤ reach informed conclusions and solutions. ➤ consider analytically the viewpoints of self and others. 	<p>Students will practice these skills via role plays and a marketing presentation. They will demonstrate and communicate wine product knowledge in these exercises.</p> <p>Students will develop a wine marketing plan using data and information regarding consumer markets, product, competition, and analysis of these factors. The plan will be presented evaluated by the class. Online research, website comparison, retail visit and reactive paper will also contribute to student learning in this area.</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> ➤ Students will begin to understand how their lives are shaped by the complex world in which they live. ➤ Students will understand that their actions have social, economic and environmental consequences. 	<p>The nature of this course is to examine consumer behaviors and study one's own perspectives to specific sales markets. Change and development of skills in the area of business and marketing will be discussed and reacted to during the course.</p>

Instructional Methods

The instructor should use lectures, on-site visitation, guest speakers, and student projects. In class role-playing will be incorporated to help the students develop their skills. Students will be required to visit a retail outlet and a restaurant to evaluate and critique the customer service as well as to provide commentary about different advertising/marketing strategies from media sources. Student assignments will also include use of articles and forums published in the online *Wine Marketing Newsletter*.

The following activities/requirements should be part of the course:

1. Marketing Plan: Each student should be required to write a marketing plan, which incorporates the various topics covered in the class.
2. Visit to retail/tasting room/restaurant and written critique: Students will visit the various distribution channels associated with the wine industry and compare class learning with field study by writing an evaluation paper.
3. Current Events: Weekly sharing of current trends from contemporary periodicals in the industry will give students an opportunity to understand the various movements in the wine business. Question & Answer session should be part of this exercise.
4. Successful sales strategies role play: An in class visitor from the wine sales industry should be scheduled. The guest should be asked to assist in the development of the students' sales relationship skills. A combination of outside preparation and in-class practice should be included to allow students to evaluate proper sales techniques.

Method	% Course Grade
Class participation/weekly current event sharing	15%
Visit and Written Critique Evaluation	20%
Local advertising or marketing evaluation	20%
Marketing Plan Project	30%
Homework and role play preparation	15%

Texts/Required Materials

James Lapsley and Kirby Moulton, *Successful Wine Marketing*, 2001, Springer. *Required*

Robert Bacal, *Perfect Phrases for Customer Service*, 2004, McGraw-Hill. *Recommended*

Brian H. Smith, *The Sommelier's Guide to Wine*, 2003, 1st edition, Black Dog and Leventhal. *Recommended*

Bibliography

Successful Wine Marketing by James Lapsley and Kirby Moulton

The Sales Bible, Geoffrey Gitomer, 2008, Collins Business

The Sommelier's Guide to Wine, Brian H. Smith, 2003, 1st edition, Black Dog and Leventhal

Perfect Phrases for Customer Service, Robert Bacal, 2004, 1 edition, McGraw-Hill

Other Learning Resources

Audiovisual <i>The Employee's Guide to Superior Customer Service</i> (DVD 18 minutes run time)
Electronic Beverage Media on-line Wine Industry Periodicals
Other Guest lecturers from the local wine industry