



VIN 272 – Winery Tasting Room Management Syllabus

Date: September 20 - December 22	Semester: Fall, 2006
Course Name: Winery Tasting Room Management	
Course No.: VIN 2972	Room: Online
Instructor: Andrew Snyder	Course Credit: 2 Hours
E-mail: snydera@redlandsc.edu	
Office Hours: By appt, phone, e-mail	Phone: 405 262-2552 (ext 2436)

Course Description: This course will explore the management of winery tasting rooms. Focus is on the customer service and customer loyalty.

Course Rationale: The purpose of this course is to present a “survey of the best principles and practices” of successful vineyard winery tasting room management.

Prerequisites: None

Next Course in Sequence: None

Course Objectives:

Through lectures, facilitated discussions, quizzes and written assignments the student will:

- Gain an introductory overview of the service culture.
- Gain an introductory overview of positive verbal communication.
- Gain an understanding of nonverbal communication in customer service.
- Gain knowledge of listening to the customer.
- Gain an introductory overview of customer service and behavior.
- Gain an understanding of handling difficult customer encounters.
- Gain an understanding of customer service in a diverse world.
- Gain an understanding of customer service via technology.
- Gain an understanding of encouraging customer loyalty.
- Gain knowledge of tasting room configuration.

Text and supplemental materials:

Lucas, Robert W. Customer Service: Building Successful Skills for the Twenty-First Century, 3rd Edition. Boston: McGraw Hill, 2005.

RCC Goals and Competencies for Student Success:

Goal I Competencies

Communicate
education
Competently by
Expressing ideas and
interpreting information
personal
clearly and effectively
when:
impact
*speaking
recreation
*writing
*utilizing computers
*listening
*reading

Goal II Competencies

Solve problems
critically by:
*identifying the
problem
*defining a problem
*collecting data
*analyzing and
interpreting data
*formulating
conclusions
*generating possible
outcomes
*evaluating solutions

Goal III Competencies

Develop life,
and career goals by:
*analyzing the
consequences of
decisions
*explaining the
of arts, culture,
and leisure on the individual
from a global perspective
*evaluating environmental
impact of personal behaviors

Course assignments that are potential portfolio items: Written assignments, research for written assignments, text assignments.

Outline of Subject Content: see attached class schedule for assignments.

Instructional Methods:

The instruction style will be video taped lecture delivery via the Internet. Additionally, 10 video taped interviews with Tasting Room Mangers from Napa Valley wineries will be included.

Written Assignments:

All written assignments will be typed. Spelling and grammar are extremely important in professional writing and papers will be scored accordingly.

Grading:

Grading is on a simple point system as follows:

90-100	A
80-89	B
70-79	C
60-69	D

The percentage weight of student performance will be:

10 exams	100%
Total Grade	100%

Incomplete grades are not given in this class. Late assignments are subject to a one letter grade deduction. Should it become necessary to withdraw, it is the student's responsibility to do so according to the guidelines in the RCC student handbook.

Make up Policy and Special Instructions:

The exams can be made up only in the event of an excused absence where the instructor has prior knowledge of the absence. Allowance of make up tests will be at the discretion of the instructor and will be taken on the date of the student's return to class.

Accommodations for Students with Special Needs:

Redlands Community college complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. Students with disabilities who need special accommodations should make their request in the following way: (1) speak with the instructor after class or during office hours about your disability or special needs related to work in the class and (2) contact Student Services and ask to speak to the ADA officer.

PROPOSED SCHEDULE

Date	Topic
Sept 20	Service culture
Sept 27	Positive verbal communication
Oct 4	Nonverbal communication in customer service
Oct 11	Listening to the customer
Oct 18	Overview of customer service and behavior
Oct 25	Handling difficult customer encounters
Nov 1	Customer service in a diverse world
Nov 8	Customer service via technology
Nov 15	Encouraging customer loyalty
Nov 22	Tasting room configuration

The instructor reserves the right to adjust the schedule as necessary.