

## Redlands Community College

Semester: Spring 2006	Course Name: Vineyard and Winery Marketing
Course Number: VIN 270 (2762)	Instructor: Andrew Snyder
Course Credit: 2 hours	Email: <a href="mailto:snydera@redlandsc.edu">snydera@redlandsc.edu</a>
Office Hours: By appt., phone, email	Phone: 405-262-2552 ext. 2436

**Course Description:** This course will explore the marketing aspects of the wine industry. Focus is on the need for differentiation from competitors in angri-tourism. The outcome will include a public relations program for an existing or future winery.

**Course Rationale:** The purpose of this course is to present a “survey of the principles and practices” of successful wine marketing, as they are currently being applied. The content is structured to make the student think about those factors they will encounter during their careers that will influence their thinking, actions, and decisions in relationship to consumer behavior.

**Prerequisites:** VIN 146 (VIN 1462) or instructor permission.

**Next Course in Sequence:** None

### Course Objectives:

- Gain an introductory overview of vineyard and winery marketing.
- Gain an introductory overview of researching the wine consumer.
- Gain an understanding of market audits.
- Gain knowledge of tracking retail sales.
- Gain an introductory overview of the context for marketing strategies in the U.S.
- Gain an understanding of the production/marketing interface.
- Gain an understanding of wine marketing and the legal environment.
- Gain an understanding of the role of a National Importer.
- Gain an understanding of Internet wine marketing.
- Gain an understanding of product differentiation.
- Gain an understanding of the process of building a premium wine brand.
- Gain an understanding of pricing and promotion.
- Gain an understanding of creating “pull-through”.
- Gain an understanding of forming the advertising message.
- Gain an understanding of the use of label and bottle design in marketing.
- Gain an understanding of basic brand positioning.
- Gain an understanding of positioning multiple wine brands.
- Gain an understanding of integrating the marketing elements.
- Gain an understanding of the elements of a wine distribution agreement.

- Gain an understanding of distribution strategies and legal barriers.
- Gain an understanding of selling wine in and to large specialty stores.

**Text and supplemental materials:**

Success wine marketing, Lapsley, J., & Moulton, K., (2001).

RCC Goals and Competencies for Student Success:

<u>Goal I Competencies</u>	<u>Goal II Competencies</u>	<u>Goal III Competencies</u>
Communicate Competently by Expressing ideas and interpreting information clearly and effectively when: *speaking *writing *utilizing computers *listening *reading	Solve problems critically by: *identifying the problem *defining a problem *collecting data *analyzing and interpreting data *formulating conclusions *generating possible outcomes *evaluating solutions	Develop life, education and career goals by: *analyzing the consequences of personal decisions *explaining the impact of arts, culture, recreation 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 facilitated class discussion with additional business materials and current events.

**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:

Chapter quizzes	90%
Written Work	<u>10%</u>
Total Grade	100%

Incomplete grades are not given in this class. 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	Chapter	Topic
March 8	1	Consumer behavior
	2	Researching the wine consumer
	3	Marketing audits
March 15	4	Tracking retail sales
	5	The U.S. wine market
	6	The production/marketing interface
	7	Legal environment
March 22	8	National importers
	9	Wine on the Internet
	10	New funnels
March 29	10	New funnels
	11	Product differentiation

	12	Building a premium wine
	brand	
April 5	13	Pricing and
programming		
	14	Creating pull through
	15	Advertising
April 12	16	Category management
	17	Label and bottle design
	18	Using the bulk wine market
April 19	19	Brand positioning
	20	Positioning multiple wine
	brands	
	21	Integrating the market
	elements	
April 26	22	Positioning case study
	23	Wine distribution agreement
	24	Making distribution work
May 3	25	A changing distribution
system		
	26	Distribution legal barriers
	27	Selling wine in supermarkets
May 10	28	Selling wine in large
specialty stores		
	29	The new brand in a
	competitive market	

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