



VIN 270/VIN 2962 – Vineyard and Winery Marketing

Date: August 22 – October 14, 2011

Semester: Fall 2011

Course Name: Vineyard and Winery Marketing

Course No.: VIN 270/VIN 2962

Course Credit: 2 Hours

Room: Online

Instructor: Patty Held

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Office Hours: By appt, phone, e-mail

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Course Description: This course explores the marketing strategies for small wineries. During the course, students will build a basic understanding of different aspects of marketing such as label design and packaging, tasting room promotion, and general marketing principles. It will also introduce various marketing channels including, social media, e-mail, word-of-mouth, and winery web sites.

Prerequisites: VIN 146 (VIN 1462) or by permission of the instructor

Next Course in Sequence: none

Course Objectives: Through lectures, facilitated discussions, quizzes and written assignments the students will gain an understanding of :

- vineyard and winery marketing.
- target markets.
- wine branding.
- wine distribution strategies.
- various small winery marketing strategies.
- the use of label and bottle design in marketing.
- wine budgeting and pricing.
- wine advertising and promotion.
- tasting room promotion.
- marketing through web sites.
- social media marketing
- e-mail marketing.
- word-of-mouth marketing
- marketing through wine clubs.

RCC Goals and Competencies for Student Success:

Goal I Competencies

Communicate competently by expressing ideas and interpreting information clearly and effectively when:

- speaking
- 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, 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

Text and Supplemental Materials

Students are responsible for acquiring the textbook and required materials.

Required Textbooks:

Wine Marketing and Sales: Success Strategies for a Saturated Market by Paul Wagner, Janeen Olsen and Liz Thach. 2007.

The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video and Viral Marketing to Reach Buyers Directly, 2nd Edition by David Meerman Scott. 2010.

Recommended Supplemental Book:

Customer Service, New Rules for a Social Media World by Peter Shankman. 2010.

Instructional Methods

This is an online course with a synchronous component. An online course site is used to provide announcements, lectures, notes, and supplemental printed and web-based materials to the students. It also serves as a central point for interaction/communication between instructor and students.

The live class meeting will take place once a week on **Wednesday from 7 to 8 p.m. Central Time** via the Centra web-based conference system. It is an opportunity for the instructor to go over weekly topic highlights and for students to interact with the instructor and fellow students through questions and discussions.

Proposed Topics and Schedule

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

WEEK	TOPICS
1	Basic Wine Marketing Principles Research and Demographics of Wine Consumers New Rules of Marketing and PR
2	Wine Branding Wine Advertising and Promotion Define Your Target Markets
3	Graphic Design in the Wine Industry Wine Packaging and Labels
4	Wine Public Relations Wine Budgeting and Pricing Website/Search Engine Optimization Mini Project 1 Due
5	Three Avenues to Wine Sales Wine Sales and Distribution Management Social Media Marketing Mini Project 2 Due
6	Establishing a Tasting Room Mini Project 3 Due
7	Direct Wine Sales-Wine Clubs and E-Commerce Email Marketing Mini Project 4 Due
8	Winery Repositioning and Turnarounds Word of Mouth Marketing Final Exam

Course Assignments

There will be weekly lecture and reading assignments, weekly comprehensive quiz, weekly discussion questions, four mini projects, and two exams.

Weekly Lecture and Reading Assignments: Online lectures/presentations, textbook chapters and web/print-based materials will be posted on the online course site. Students should view the prerecorded weekly lecture and complete the reading assignments **before** the live class meeting.

Weekly Comprehensive Quizzes: These short quizzes are design to check your understanding of the lecture and reading materials. They will be taken online through the course site and should be completed before the weekly live class meeting.

Weekly Online Discussion Questions: Students will be asked to post question(s) relating to the weekly topics after completing the lecture and reading assignments by noon on the day of the live class meeting. The instructor will address these questions during the live class meeting.

After the meeting, students should post a response to their own question(s) no later than one hour before the next live class meeting.

Mini Projects: Mini projects allow students to apply the information they learned for specific topics. There will be four projects. Students will have two weeks to complete each project. Detailed instructions will be provided in class.

Exam: There will be a final exam at the end of the semester. Students will take the exam online through the course site during designated dates.

Expectations

With the online course format, students are expected to participate and be prepared to interact in the live class meetings. Students also need to check the online course site for class materials and communications regularly, be aware of the required activities and assignments, and adhere to the deadlines listed in the course schedule. This will ensure a successful learning experience.

Live Class Meeting Participation

Participation in the live class meeting is crucial. It is the student's responsibility to notify the instructor in advance if he/she has to miss a class. Students who missed a class meeting are required to view the live class recording as soon as possible.

Late Assignments

Late assignments will not be accepted. Students should make arrangements to submit an assignment early.

Grading

Grading is on a simple point system as follows:

90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
0 – 59%	F

The percentage weight of student performance will be:

Weekly Quizzes	10.5%	105 points (15 points per week, weeks 2-8)
Discussion Questions	10.5%	105 points (15 points per week, weeks 2-8)
Class Participation	14%	140 points (20 points per week, weeks 2-8)
Mini Projects (4)	40%	400 points (100 points per project)
Final Exam	25%	250 points
Total Grade	100 %	1000 points

It is the students' responsibility to see that all assignments, projects and exams reach the instructor in a timely fashion so grades can be issued. Should it become necessary to withdraw, it is the student's responsibility to do so according to the guidelines in the RCC student handbook.

Attendance Policy

RCC believes that students must attend class in order to achieve the best learning results. In the case of VESTA online courses, attendance is defined as active participation in the form of attending synchronous class meetings (if applicable), completing reading/writing/testing assignments by assigned deadlines, and maintaining regular communication with course instructor via the online course site and communication tools designated by the instructor. For courses with a practicum/workshop component, students must participate and complete the number of hours of practical experience required. Instructors may assign attendance grade as part of course grade if they choose to do so.

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.