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## National Center of Excellence

Grape and Wine Education for the 21<sup>st</sup> Century

### VIN 270 – Marketing for the Small Winery

Date: **August 30 – October 24, 2021**

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Semester: **Fall 2021**

Host: Missouri State University

Host Course No.: VIN 270 FA20-tba-WP

Course Credit: 2 Hours

Delivery Format: Online

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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 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
- Email marketing
- Word-of-mouth marketing
- Marketing through wine clubs
- Winery blogs

## 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

Wagner, P., Olsen, J., & Thach, L. (2019). *Wine Marketing and Sales: Success Strategies for a Saturated Market* (3rd ed.). ISBN-13: 978-1935879435

Scott, D. M. (2020). *The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AL, Live Video, and Newsjacking to Reach Buyers Directly* (7th ed.). ISBN-13: 978-1119651543

### Recommended Supplemental Book

Shankman, P. (2010). *Customer Service, New Rules for a Social Media World*. ISBN-13: 978-07-8974-709-9

## Instructional Methods

This is an online course with a synchronous component. An online course site hosted by Redlands Community College 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.

## Live Class Meeting Participation

The live class meeting will take place once a week on **Wednesday from 7:00 to 8:00 p.m. Central Time** via the **Zoom** web conferencing 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.

Participation in the live class meeting is required. 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.

The link to the Zoom virtual classroom will be posted at the top of each weekly module. Students will use the same virtual classroom for their live class meetings the entire semester. The sessions will take place on the dates listed in the above schedule.

### Proposed Course Schedule and Topics

| <b>Week<br/>—<br/>Dates</b> | <b>Wednesday<br/>Live Class<br/>Meeting</b> | <b>Topics</b>  |
|-----------------------------|---|--|
| <b>1</b><br>08/30 - 09/05   | 09/01                                       | Basic Wine Marketing Principles<br>Research and Demographics of Wine Consumers<br>New Rules of Marketing & PR                |
| <b>2</b><br>09/07 - 09/12   | 09/08                                       | Wine Branding<br>Wine Advertising and Promotion<br>Defining Target Markets   |
| <b>3</b><br>09/13 - 09/19   | 09/15                                       | Graphic Design in the Wine Industry<br>Wine Packaging and Labels<br>QR Codes for Winery Promotions                           |
| <b>4</b><br>09/20 - 09/26   | 09/22                                       | Wine Public Relations<br>Wine Budgeting and Pricing<br>Winery Websites and Email Marketing<br><b>Mini Project 1 Due</b>      |
| <b>5</b><br>09/27 - 10/03   | 09/29                                       | Three Avenues to Wine Sales<br>Wine Sales and Distribution Management<br>Social Media Marketing<br><b>Mini Project 2 Due</b> |
| <b>6</b><br>10/04 - 10/10   | 10/06                                       | Establishing a Tasting Room<br><b>Mini Project 3 Due</b>   |
| <b>7</b><br>10/11 - 10/17   | 10/13                                       | Direct Wine Sales-Wine Clubs and E-Commerce<br>Winery Blogs<br><b>Mini Project 4 Due</b>                                     |
| <b>8</b><br>10/18 - 10/24   | 10/20                                       | Winery Repositioning and Turnarounds<br>Word of Mouth Marketing<br><b>Final Exam</b>   |

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

### Course Assignments

There will be weekly lecture and reading assignments, weekly comprehensive quiz, weekly discussion questions, four mini projects, and a Final Exam.

**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 designed 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 and Instructor Feedback**

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.

The instructor will make the best effort to respond to student questions and complete assignment/exam grading on a timely manner.

**Late Assignments**

Late assignments will not be accepted. Students should make arrangements to submit assignments early if the due date cannot be met.

**Grading**

Student grades will be determined based on their total points earned in the class. The table below outlines the total points possible for this class and their percentage weight.

| Percentage Weight of Student Performance |              |  |
|--|--------------|--|
| Activity                                 | Percentage   | Points Possible                        |
| Weekly Quizzes                           | 10.5%        | 105<br>(15 points per week, weeks 2-8) |
| Discussion Questions                     | 10.5%        | 105<br>(15 points per week, weeks 2-8) |
| Class Participation                      | 14%          | 140<br>(20 points per week, weeks 2-8) |
| Mini Projects (4)                        | 40%          | 400<br>(100 points per project)        |
| Final Exam                               | 25%          | 250                                    |
| <b>Total</b>                             | <b>100 %</b> | <b>1,000</b>                           |

Grade calculation: total points earned ÷ total points possible; then using the following scale to determine final letter grades:

|               |                |                |                |               |
|---------------|----------------|----------------|----------------|---------------|
| 90 – 100% = A | 80 – 89.9% = B | 70 – 79.9% = C | 60 – 69.9% = D | Below 60% = F |
|---------------|----------------|----------------|----------------|---------------|

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.

## Missouri State University Institutional Policies

### Withdrawing from the Course

Grades of Incomplete will not be issued. Should it become necessary to withdraw, it is the student's responsibility to do so according to MSU-West Plains guidelines which can be viewed at <http://wp.missouristate.edu/recreg/withdrawl-procedures.htm>

*\*Students planning to withdraw from this course must also complete the VESTA Withdrawal/Change of Schedule form and submit it to the VESTA office.*

### Online Student Academic and Student Support Resources

Missouri State University-West Plains provides a full-range academic and student support for online students. To learn more about specific academic and student support and how to access the resources, go to <http://online.wp.missouristate.edu>

### Attendance Policy

Missouri State University 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. MSU expects instructors to be reasonable in accommodating students whose absence from class resulted from: 1) participation in University-sanctioned activities and programs; 2) personal illness; or 3) family and/or other compelling circumstances. The University's attendance policy can be found at <http://www.missouristate.edu/registrar/catalog/attendan.html>

### 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.

### Title IX Policy

Missouri State University does not discriminate on the basis of sex in the education program or activity that it operates, including in admission and employment. Concerns regarding discrimination on the basis of sex, including sexual harassment, should be referred to Jill Patterson, Title IX Coordinator, Carrington 205, 901 S. National Ave., Springfield, MO 65897, 417-836-8506, or [jillpatterson@missouristate.edu](mailto:jillpatterson@missouristate.edu). MSU has adopted a grievance procedure policy for the prompt and equitable resolution of allegations of sexual discrimination, including sexual harassment. This policy is available at the [Title IX website](#). Individuals may report an allegation of sex discrimination, file a complaint of sexual discrimination, or file a formal complaint of sexual harassment by contacting MSU's Title IX Coordinator.

## **Statement of Grading Policy**

Faculty have the choice to utilize either the standard grade policy or the plus/minus grading option but are required to indicate their grading scale on their syllabus. The University's plus/minus grading system can be found at <http://wp.missouristate.edu/recreg/grade-policies.htm>

## **Academic Integrity Statement**

Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the university's student honor code, Student Academic Integrity Policies and Procedures, available at <http://www.missouristate.edu/academicintegrity/> and also available at the Reserves Desk in Meyer Library. Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy.

## **Statement of Nondiscrimination**

Missouri State University is an equal opportunity/affirmative action institution, and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the Office for Institutional Equity and Compliance, Park Central Office Building, 117 Park Central Square, Suite 111, 417-836-4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Head. Please visit the OED website at <http://www.missouristate.edu/equity/>

## **Statement on Disability Accommodation**

If you are a student with a disability and anticipate barriers related to this course, it is important to request accommodations and establish an accommodation plan with the University. Please contact the Disability Resource Center (DRC) at the [Disability Resource Center website](#), Meyer Library, Suite 111, 417-836-4192, to initiate the process to establish your accommodation plan. The DRC will work with you to establish your accommodation plan, or it may refer you to other appropriate resources based on the nature of your disability. In order to prepare an accommodation plan, the University usually requires that students provide documentation relating to their disability. Please be prepared to provide such documentation if requested. Once a University accommodation plan is established, you may notify the class instructor of approved accommodations. If you wish to utilize your accommodation plan, it is suggested that you do so in a timely manner, preferably within the first two weeks of class. Early notification to the instructor allows for full benefit of the accommodations identified in the plan. Instructors will not receive the accommodation plan until you provide that plan, and are not required to apply accommodations retroactively.

## **Religious Accommodation**

The University may provide a reasonable accommodation based on a person's sincerely held religious belief. In making this determination, the University reviews a variety of factors, including whether the accommodation would create an undue hardship. The accommodation request imposes responsibilities and obligations on both the individual requesting the accommodation and the University. Students who expect to miss classes, examinations, or other assignments as a consequence of their sincerely held religious belief shall be provided with a reasonable alternative opportunity to complete such academic responsibilities. It is the obligation of students to provide faculty with reasonable notice of the dates of religious observances on which they will be absent by submitting a Request for Religious Accommodation Form to the instructor by the end of the third week of a full semester course or the end of the second week of a half semester course.