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Grape and Wine Education for the 21st Century

VIN 272 – Winery Tasting Room Management

Date: January 29 – March 23, 2018

VESTA Course No.: VIN 272 (VIN2722.01)

Course Name: Winery Tasting Room Management

Instructor: Patty Held

Office Hours: By appointment via phone or email

Semester: Spring 2018

Course Credit: 2 Hours

Delivery: Online

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Course Description

This course will explore all aspects of managing a winery tasting room. It will cover topics such as tasting room “look and feel,” merchandizing, customer service, customer relationships, sales opportunities, sensory evaluation, staff training and the importance of leadership. The focus will be on customer service, customer engagement and sales opportunities.

Prerequisites: none

Next Course in Sequence: none

Course Objectives

Through lectures, facilitated discussions, tests and written assignments the student who successfully completes this course will gain an understanding of:

- the importance of a sound business and marketing plan for a tasting room.
- the influence of technology on tasting room marketing.
- principles of successful merchandizing.
- tasting room “look and feel.”
- the methods of evaluating a tasting room.
- tasting room sales opportunities.
- the importance of listening to the customers.
- customer service and behavior.
- handling difficult customer encounters.
- customer service in a diverse world.
- customer service via technology.
- encouraging customer loyalty.
- basic sensory evaluation.
- tasting room staff training
- the importance of leadership in tasting room management.

Text and Supplemental Materials

Students are responsible for acquiring the textbook and required materials.

Required Textbook

Zingerman's Guide to Giving Great Service: Treating you Customers Like Royalty by Ari Weinzweig, 2004.

Recommended Supplemental Books

1. *New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly* by David Merman Scott. 6th edition, 2017.
2. *Purple Cow: Transform Your Business by Being Remarkable* by Seth Godin, 2009.
3. *Personality Plus* by Florence Littauer, 1992.
4. *How to Win Friends and Influence People* by Dale Carnegie, 2009.

Instructional Format

This is an online course with a synchronous component. An online course site (Learning Management System) is provided by the host institution to provide announcements, lectures, notes, supplemental printed and web-based materials, and assignments to the students. It also serves as a central point for interaction/communication between the instructor and the students.

Live Class Meetings

The live class meetings will take place every **Wednesday from 7:00 to 8:00 p.m. Central Time** via the Zoom web conferencing system. Participation to the live class meetings is *required* and a participation grade is assigned. This 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. Students are expected to be prepared to ask questions and actively participate in the discussions.

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.

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

Course Schedule and Outline of Topics

| Week — Dates | Wednesday Live Class Meeting | Lecture Topics |
|-----------------------------|---|---|
| 1 01/29 - 02/04 | 01/31 | Creating a Business Plan and Marketing Plan |
| 2 02/05 - 02/11 | 02/07 | Tasting Room “Look and Feel” Successful Merchandising Semester Project Location due |
| 3 02/12 - 02/18 | 02/14 | Great Customer Service Mystery Shopping |
| 4 02/19 - 02/25 | 02/21 | Building Customer Relationships Customer Engagement |
| 5 02/26 - 03/04 | 02/28 | Selling Through the Tasting Room Wine Sales, Wine Clubs, Direct Shipping, Events, and Wine Trails Start Mini Project |
| 6 03/05 - 03/11 | 03/07 | New Rules of Marketing and PR Semester Project Part 1 due Mini Project due |
| 7 03/12 - 03/18 | 03/14 | Understanding Sensory Evaluation Understanding Sensory Evaluation for Tasting Room Staff Semester Project Part 2 due |
| 8 03/19 - 03/23 | 03/21 | Managing Tasting Room Staff Leadership and Bottom Line Training Semester Project Presentation Semester Project Part 3 due Final Exam |

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

Course Assignments

There will be a weekly lecture and reading assignments, weekly comprehensive quizzes, weekly discussion questions, a mini project, a semester project, 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 Quiz: These short quizzes are design to assess 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 Project: The mini project allows students to apply the information they learned for specific topics. Students will have two weeks to complete the project. Detailed instructions will be provided in class.

Semester Project: Each student will complete a three-part semester project by doing a comprehensive evaluation of a tasting room and providing a plan for improvement. Student will write up the project using appropriate media – paper, PowerPoint presentation, flowchart, spreadsheet, or a combination; then submit the completed project to the instructor. At the end of the semester, students will *present* their projects during the live class meeting. Detailed instructions will be provided in class.

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

Late Assignments

Late assignments will not be accepted. Students must make arrangements to submit an assignment early if they cannot submit it by the deadline.

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 every effort to respond to student questions and complete assignment/exam grading on a timely manner.

Grading

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

| Percentage Weight of Student Performance | | |
|---|-------------------|-------------------------------------|
| Activity | Percentage | Points |
| Weekly Quizzes | 10.5 | 105 (15 points per week, weeks 2-8) |
| Discussion Questions | 10.5 | 105 (15 points per week, weeks 2-8) |
| Class Participation | 14 | 140 (20 points per week, weeks 2-8) |
| Mini Project | 10 | 100 |
| Semester Project (with presentation) | 38 | 380 (20 + 160 + 100 + 100 points) |
| Final Exam | 17 | 170 |
| Total | 100% | 1,000 |

Incomplete grades are not given in this class. It is the students' responsibility to see that all graded assignments and exams reach the instructor in a timely fashion, so grades can be issued.

Redlands Community College Institutional Policies

Withdrawing from the Course

Should it become necessary to withdraw, it is the student's responsibility to do so according to the guidelines in the Redlands Community College (RCC) *Student Handbook* that can be viewed and/or downloaded at: https://www.redlandsccl.edu/files/Handbook_2014-2015.pdf

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

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

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 is committed to making reasonable accommodations to assist individuals with disabilities. Students with documented disabilities that directly impact attendance or grades must register and request specific accommodations at the beginning of the semester. ADA and Accessibility information is available on the RCC website – click on this link: <https://www.redlandsccl.edu/content/accessibility>