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Grape and Wine Education for the 21ˢᵗ Century

VIN 276 – Advanced Tasting Room Management

Date: January 30 – May 12, 2017
VESTA Course No.: VIN 276 (VIN.2762.01)
Course Name: Advanced Tasting Room Management
Instructor: Cristin Popelier Hosmer
Office Hours: By appointment, phone, e-mail

Semester: Spring 2017
Course Credit: 3 Hours
Room: Online
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Course Description

This course expands on winery tasting room management, delving deeper into the "front of the house success", focusing on tasting room design and start-up, legal and compliance issues, budgeting, finance and profitability metrics. The students will explore destination marketing, in-house and on-the-road sales practices, as well as wine club and e-commerce success. Staff training and development, leadership in the tasting room and staff retention will also be discussed. This course is designed for winery tasting room owners, managers and key sales staff who desire to expand their knowledge about the interplay of customer service, marketing and winery sales.

Prerequisites: None

Next Course in Sequence: None

Course Objectives

Through lectures, readings, facilitated discussions, written assignments, tasting room visits, spreadsheet tools and a final presentation the student will gain an understanding of the following:
- Tasting Room Operations
- Legal and compliance issues
- Destination Marketing
- Successful sales practices
- Staffing and leadership goals
- Budgeting
- Profitability

Text and Supplemental Materials

Students are responsible for acquiring the required materials.

Radwan, S. S. (2014). *Wine Tasting Server Handbook*. Traverse City, MI: Leading Edge Press
http://www.michiganwines.com/hospitality-training
$12

Recommended Musings

Paul Wagner, Janeen Olsen, Liz Thach (2011). *Wine Marketing & Sales: Success Strategies for a Saturated Market* (2nd ed.). Board and Bench Publishing. ISBN-13: 978-19-3587-951-0

Hanni, Tim. (2013). *Why You Like the Wines You Like: Changing the Way the World Thinks About Wine.* Napa, CA: HanniCo Publishing. ISBN-13: 978-06-1575-088-0

PDF's of articles, websites, blogs and other online content will be shared on the course site.

Recommended Completion

VESTA Wine Sensory Analysis Workshop
http://vesta-usa.org/Events

Course Outline

Week	Activity
1	Introduction
2	Tasting Room Start-up, Construction & Design
3	Legal and Compliance Review
4	Staff Training and Development
5	Use of Sensory Analysis Tools
6	Marketing a Destination and Energizing the Community
7	Stimulating Customer Relationships
8	Digital Marketing
9	On and Off-Site Event Coordination
10	Wine Club Design and Success
11	Ecommerce Strategies
12	Sales and Merchandizing Wine and Non-Wine Merchandise
13	Profitability Metrics
14	Budgeting in the Tasting Room
15	Inventory Control, Working with the Winemaking Team and Forecasting Leadership and Corporate Culture

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 once a week on **Mondays from 7:00 to 8:00 p.m. Central Time** via the **Saba** web conferencing system. Participation to the live class meetings is *required*. 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. Students should view the weekly lectures before the live meeting and be prepared to participate in the discussion.

Participation in the live class meeting is crucial. 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 session as soon as possible.

Course Assignments: Course assignments include lectures, assigned reading and research, mini essays, scholarly research, case studies, participation in live discussion, and a final project.

Lectures: Any lecture slides and videos must be viewed <u>before</u> that week's online live discussion session.

Assigned Readings: Assigned readings will include articles and additional resources. They must be completed before the online live discussion sessions.

Discussion Board Questions: Students will be asked to post mini essays, resources and other assignments on the online course site "Discussion Board" by seven of the day of the live class meeting. The instructor will address these questions during the live class meeting.

Final Project: Each student will be asked to put together a Final Project showcasing use of course concepts and will present to the group. Details will be provided in the online course site. This project is due by the last week of class.

Written Assignments

All written assignments will be typed. Spelling and grammar are extremely important in professional writing and papers will be scored accordingly. Written assignments will need to be submitted to the instructor by listed deadlines.

Expectations and Instructor Feedback

Students should participate in the weekly virtual class meetings. It is also the students' responsibility to check the online course site on a regular basis, be aware of the required activities and assignments, and adhere to the deadlines. 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.

Grading:

90 – 100%	= A
80 – 89%	= B
70 – 79%	= C
60 – 69%	= D
Below 60%	= F

Percentage Weight of Student Performance		
Activity	**Percentage**	**Points**
Mini Essays	11%	100
Scholarly Reviews	23%	200
Case Studies	29%	250
Saba Discussions	26%	225
Final Project	11 %	100
Total	**100 %**	**875**

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

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 Redlands Community College (RCC) *Student Handbook* found at: https://www.redlandscc.edu/files/Handbook_2014-2015.pdf

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 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. For ADA and Accessibility information go to: https://www.redlandscc.edu/content/accessibility