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Grape and Wine Education for the 21st Century

VIN 270 – Marketing for the Small Winery

Date: **August 26 – October 18, 2018**

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Semester: **Fall 2019**

Host Institution: Redlands CC

Host Course No.: VIN.2702.31.192S

Course Credit: 2 Hours

Delivery Format: Online

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. (2007). *Wine Marketing and Sales: Success Strategies for a Saturated Market* (2nd ed.). ISBN-13: 978-19-3425-925-2

Scott, D. M. (2017). *The 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* (6th ed.). ISBN-13: 978-11-1936-241-8

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

Week — Dates	Wednesday Live Class Meeting	Topics
1 08/26 - 09/01	08/28	Basic Wine Marketing Principles Research and Demographics of Wine Consumers New Rules of Marketing & PR
2 09/02 - 09/08	09/04	Wine Branding Wine Advertising and Promotion Defining Target Markets
3 09/09 - 09/15	09/11	Graphic Design in the Wine Industry Wine Packaging and Labels QR Codes for Winery Promotions
4 09/16 - 09/22	09/18	Wine Public Relations Wine Budgeting and Pricing Winery Websites and Email Marketing Mini Project 1 Due
5 09/23 - 09/29	09/25	Three Avenues to Wine Sales Wine Sales and Distribution Management Social Media Marketing Mini Project 2 Due
6 09/30 - 10/06	10/02	Establishing a Tasting Room Mini Project 3 Due
7 10/07 - 10/13	10/09	Direct Wine Sales- Wine Clubs and E-Commerce Winery Blogs Mini Project 4 Due
8 10/14 - 10/18	10/16	Winery Repositioning and Turnarounds Word of Mouth Marketing Final Exam

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 (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 Projects (4)	40%	400 (100 points per project)
Final Exam	25%	250
Total	100 %	1,000

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
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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.

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* found at: https://www.redlandsc.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 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.redlandsc.edu/content/accessibility>