

MASTER SYLLABUS
SCHOOL OF BUSINESS AND ECONOMICS, SONOMA STATE UNIVERSITY
BUS 465W, WINE MARKETING (4)

- I. **Catalog Description:** An in-depth study of marketing from the perspective of the California wine industry. The course emphasizes wine marketing planning, including an analysis of wine consumer segments. The wine industry's economic, legal, social and competitive environment, industry trends, major problems and opportunities, and strategic alternatives as related to wine varieties and brands, pricing, promotion and distribution are discussed.
- II. **Prerequisites:** BUS 360.
- III. **Course Learning Objectives:** Upon completion of this course, students should:
 - a. understand the basic role, processes, and purpose of strategic brand management in the wine industry.
 - b. grasp basic terms and concepts specific to the wine industry.
 - c. understand strategic options for large versus small wineries.
 - d. understand the concepts of segmentation, targeting, and positioning as they relate to wine consumers.
 - e. recognize the role of ongoing wine market research.
 - f. appreciate, from a global perspective, the external and internal variables impacting wine marketing strategy, such as environmental, legal, political, social, and competitive issues.
 - g. understand the psychological, social, and situational issues affecting wine consumption decisions.
 - h. appreciate the role of strategic brand management as it relates to planning, implementation, and control.
- IV. **Course Materials:** An appropriate upper division textbook on Wine Marketing or Strategic Brand Management, subject to approval by the marketing area faculty. Study guides, reading packets, cases, readings and/or access to the Internet may also be required.

Teaching Methods: The course may involve one or more of the following approaches: lecture, discussion, guest speakers, application exercises, case analysis, short papers, team projects, in-class group activities, and a final project. Subject to approval by the marketing area faculty.
- V. **Evaluation Tools:** Typically 2-4 exams (including a final exam), and/or quizzes. Several written assignments (e.g. wine marketing plan). Other evaluation techniques (e.g. team or individual exercises and oral presentations) may also be used.

VI. **Course Content:**

A. Course Topics:

- a. Wine Consumer Segments
- b. Wine Judging, Varietals, Wine Publications
- c. Wine Distribution and Pricing
- d. Promotion Planning and Implementation
- e. Objectives and Budgets
- f. Appellations and Country of Origin
- g. Competitive Strategies for the Small Winery
- h. Laws, Licensing, Governing Agencies
- i. Tasting Room Strategies
- j. Special Event Strategies
- k. Importing and Exporting
- l. Ethics and Social Responsibility
- m. Building and Managing Brand Equity

B. Interdisciplinary Content:

	Minimum Number of 50 Minute Periods Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	1	*
Ethical Issues	.5	*
Political Issues	.5	*
Social Issues	.5	*
Legal/Regulatory Issues	1	*
Environmental Issues	.5	*
Technology Issues	.5	*
Demographic Diversity	.5	*

* Required graded work other than exams will be at the discretion of the instructor.

C. Interdisciplinary Skills:

	Required Graded Work Other Than Exams?
Oral Communication	Yes
Written Communication	Yes
Critical Thinking	Yes
Working in Teams	Yes

Note: The teaching method and evaluation tools used by the faculty member will influence the amount of time devoted to each of these skills. Case analysis, final project, written assignments, oral presentations, and essay questions on exams are used to assess student's skills.