

# VWT-241: WINE MARKETING

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### Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

### Requisites

Limitation on Enrollment

Student must be at least 18 years of age.

### SECTION D - Course Standards

Is this course va

4. Evaluate the overall condition of the market.
5. Create a particular niche in a market.
6. Plan and carry out market research.
7. Analyze the demographics of a target market.
8. Compare different advertising and promotion methods.
9. Use graphic design as part of a marketing strategy.
10. Consider the role of public relations in marketing a product.
11. Propose a budget for a marketing campaign.
12. Compare the marketing value of distributors, brokers and direct winery sales.
13. Plan and implement an overall marketing package.

#### Course Content

1. Marketing theory
2. Marketing vocabulary
3. Analysis of competition
4. Analysis of the general market situation
5. Defining a marketing niche
6. Market research
7. Demographics
8. Advertising and promotion methods
9. Graphic design
10. Public relations
11. Budgets for marketing campaigns
12. Distributors, brokers, direct winery marketing
13. Packaging the product

#### Methods of Instruction

##### Methods of Instruction

Types	Examples of learning activities
Discussion	
Lecture	

##### Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards  
 Chat Rooms  
 Discussion Boards  
 E-mail Communication  
 Telephone Conversations  
 Video or Teleconferencing

##### Student-Initiated Online Contact Types

Chat Rooms  
 Discussions  
 Group Work

Course design is accessible

Yes

## Methods of Evaluation

### Methods of Evaluation/

Types	Examples of classroom assessments
Exams/Tests	A midterm examination and a final examination.
Essays/Papers	A term paper iii

CB00 State ID  
CCCC00308380

CB10 Cooperative Work Experience Status  
N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status  
Y - Credit Course

CB13 Special Class Status  
N - The Course is Not an Approved Special Class

CB23 Funding Agency Category  
Y - Not Applicable (Funding Not Used)

CB24 Program Course Status  
Program Applicable

Allow Pass/No Pass  
Yes

Only Pass/No Pass  
No