

Wine Marketing

The Wine Marketing program includes instruction and hands-on training in the basic knowledge and technical skills required for successful employment in wine marketing. Wine marketing training prepares students for occupations, such as tasting room sales manager, wine steward, wine club supervisor, wine buyer or broker, wine marketing or sales manager, wine distribution manager, freelance wine marketing, winery public relations manager, or wine shop owner/manager.

Communication skills are emphasized, and students will gain on-the-job work experience through the Cooperative Work Experience program. Students have flexibility to choose electives that will help tailor the curriculum and training to their particular career interest in wine marketing.

For more information about this program, contact Barney Watson at 503.584.7255 or D. Craig Anderson at 503.399.6565.

Program outcomes

Students completing the AAS will:

- Develop a wine marketing plan for a variety of distribution channels.
- Create and present sales presentations.
- Develop a brand plan for a winery.

Getting started

The first step to entering this program is to take part in an assessment process, which includes taking the college's free placement test and meeting with Counseling and Career Services. You may need to complete pre-program courses. Then, your advisor will help you develop an individualized program of study, which may include one or more of the following:

CA121A	Keyboarding A (if less than 25 wpm)	1
MTH060	Introductory Algebra	4
RD115	Academic Thinking and Reading.....	3
	or	
SSP112	Effective Learning.....	3
WR115	Introduction to Composition	3

If you have questions about the requirements, call Counseling and

Career Services at 503.399.5120 or 503.399.6071. Failure to be assessed may delay your entry into program classes.

In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$1,827.40; class fees, \$492; universal fee, \$808. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.

You may earn an Associate of Applied Science degree by successfully completing the required 101 credit hours with a grade of "C" or better in all courses.

Course	Title	Credit Hours
Term 1		
BA223	Principles of Marketing	4
CIS101	Introduction to Microcomputer Applications (or higher)	3
MTH070	Elementary Algebra+ (or higher)	4
VMW101	General Viticulture	3
WR121	English Composition—Exposition+ (or higher).....	3
Term 2		
PSY104	Psychology in the Workplace+ (or higher).....	3
SP111	Fundamentals of Public Speaking (or higher).....	3
VMW122	Introduction to Winemaking	3
VMW170	Introduction to Wine Marketing	3
	Wine Marketing elective*	3
Term 3		
BA238	Sales and Persuasion	3
VMW131	Wine Appreciation	3
VMW255	Wine Industry Business Management.....	3
WR227	Technical Writing (or higher)	3
	Wine Marketing elective*	3
Term 4		
VMW280D	Cooperative Work Experience	4
Term 5		
VMW271	Wine Marketing 1—Brand Development	4
VMW280D	Cooperative Work Experience.....	4
	General Education elective	3
	Wine Marketing elective*	3
	Wine Marketing elective*	3
Term 6		
VMW132	Wines of the World	3
	or	
VMW134	Wines of the Pacific Northwest	3
VMW232	Sensory Evaluation of Wine Varietals	3
VMW272	Wine Marketing 2—Understanding the Wine Market Place.....	4
	Wine Marketing elective*	3
	Wine Marketing elective*	3
Term 7		
VMW233	Sensory Evaluation of Wine Components	3
VMW273	Wine Marketing 3—Assessing and Targeting the Market	4
VMW280D	Cooperative Work Experience.....	4
	Wine Marketing elective*	3
	Wine Marketing elective*	3

Chemeketa Community College

www.chemeketa.edu • 4000 Lancaster Dr. NE • Salem, Oregon 97305

Chemeketa Community College is an equal opportunity/affirmative action employer and educational institution. To request this publication in an alternative format, please call 503.399.5192

***Wine Marketing electives (select 24 credit hours):**

BA226	Business Law 1	4
BA277	Business Ethics	3
CA091	QuickBooks—Computerized Bookkeeping	3
CIS125A	Micro Database Software-Access	3
CIS125E	Excel-Workbooks	4
CIS178I	Introduction to the Internet/World-Wide Web	3
CIS195	Web Site Development	4
HTM101	Customer Service Management	3
HTM103	Marketing in the Hospitality Industry	3
HTM125	Special Events Planning.....	3
HTM127	Selling Hospitality and Tourism.....	3
JNL225	Advertising/Public Relations	3
SPN111	Beginning Spanish Conversation Term 1	3
SPN112	Beginning Spanish Conversation Term 2.....	3
SPN113	Beginning Spanish Conversation Term 3.....	3
VMW254	Wine Process Planning and Design.....	3