

Wine Marketing Program

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.

Total required credit may vary due to three to four credit conversion. Chemeketa degree and certificate minimum requirements must be met.

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	4

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, \$2,709; class fees, \$603; universal fee, \$891. 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 99 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).....	4
Term 2		
PSY104	Psychology in the Workplace+ (or higher).....	4
SP111	Fundamentals of Public Speaking (or higher).....	4
VMW122	Introduction to Winemaking	3
	Wine Marketing electives*	6
Term 3		
BA238	Sales and Persuasion	3
VMW131	Wine Appreciation	3
VMW170	Introduction to Wine Marketing	3
WR227	Technical Writing (or higher)	4
	Wine Marketing elective*	3
Term 4		
VMW280C	Cooperative Work Experience.....	3
Term 5		
VMW271	Wine Marketing–Brand Development	4
	General Education elective	3
	Wine Marketing electives*	6
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–Understanding the Wine Market Place.....	4
	Wine Marketing electives*	6



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Term 7

VMW233	Sensory Evaluation of Wine Components	3
VMW256	Agriculture Business Management.....	3
VMW273	Wine Marketing– Assessing and Targeting the Market.....	4
VMW280C	Cooperative Work Experience.....	3
	Wine Marketing elective*	3

+Meets related instruction requirement, see page 43. For subject areas, see page 55.

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

BA226	Business Law 1	4
BA277	Business Ethics	3
CA220	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
HTM103	Service Marketing Fundamentals	3
HTM125	Special Events Planning.....	3
HTM127	Selling Hospitality and Tourism.....	3
HTM131	Customer Service Management 1	3
HTM201	Customer Service Management 2	3
HTM203	Service Marketing: Promotion and Advertising.....	3
HTM226	Event Management.....	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
VMW102	Winery Industry Exploration.....	3
VMW254	Winery Process Planning and Design.....	3
VMW257	Tasting Room Management	3
VMW280A-		
F	Cooperative Work Experience.....	1-6