

Vineyard Management/ Winemaking Program



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Mission Statement

The Northwest Viticulture Center is a leading wine industry resource that provides continuing education and degree programs in all aspects of viticulture and enology - from the growing of the grape to selling of the wine. The center emphasizes strong alliances with the Northwest wine industry, associated educational institutions, and the community.

For more information, contact:

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**Northwest
Viticulture Center**
Chemeketa Community College

What are the job possibilities?

The vineyard acreage and number of wineries in Oregon have increased steadily in the past few years. The size of individual wine grape plantings has also increased, and the projection is for this growth to continue.

Many vineyard and winery owners have reached a point where they can afford to hire a manager. Also, Oregon wines have captured market share because of their quality, and a higher level of knowledge is required to produce high-quality grapes and wines.

All of this has created many job opportunities for program graduates or substantial completers.

Getting started is easy!

After being accepted at Chemeketa and completing a mandatory orientation, the next step is to take the college's free placement test and meet with Chemeketa's Counseling and Career Services. You may need to complete pre-program courses.

If you have questions about the requirements, call Counseling and Career Services at 503.399.5120 or 503.399.6071.

Wine Marketing AAS Degree

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.

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
	Winemaking elective*..... 3
	Winemaking elective*..... 3
Term 3	
BA238	Sales and Persuasion..... 3
VMW131	Wine Appreciation..... 3
VMW170	Introduction to Wine Marketing..... 3
WR227	Technical Writing (or higher)..... 4
	Winemaking elective*..... 3
Term 4	
VMW280C	Cooperative Work Experience..... 3
Term 5	
VMW271	Wine Marketing-Brand Development..... 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—Understanding the Wine Market Place..... 4
	Wine Marketing elective*..... 3
	Wine Marketing elective*..... 3
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
	Winemaking elective*..... 3
Total Required Credit Hours	99

Approved 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	Beg. Spanish Conversation Term 1	3
SPN112	Beg. Spanish Conversation Term 2	3
SPN113	Beg. Spanish Conversation Term 3	3
VMW102	Wine Industry Exploration	3
VMW254	Winery Process Planning and Design	3
VMW257	Tasting Room Management	3
VMW280A-F	Cooperative Work Experience	1–6

Vineyard Management AAS Degree

Vineyard Management training includes instruction and hands-on training in the basic knowledge and technical skills required for successful employment as a vineyard manager in the cool climate wine industry. Training is appropriate for employees or potential employees of vineyards or for people wanting to establish such a business. Practical skills will also be emphasized and students will gain on-the-job work experience through the Cooperative Work Experience Program.

Term 1

CH121	College Chemistry (or higher)	5
MTH095	Intermediate Algebra+ (or higher)	4
VMW101	General Viticulture	3
	Vineyard Management elective*	4

Term 2

CH122	College Chemistry (or higher)	5
CIS101	Introduction to Microcomputer Applications (or higher)	3
VMW114	Winter Vineyard Practices	4
WR121	English Composition—Exposition (or higher)	4

Term 3

CH123	College Chemistry (or higher)	5
CH172	Chemical Methods for Analysis of Musts and Wines	3
VMW115	Spring Vineyard Practices	4
WR227	Technical Writing (or higher)	4

Term 4

VMW116	Summer Vineyard Practices	4
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Term 5

SP111	Fundamentals of Public Speaking	4
SPN111	Beginning Spanish Conversation Term 1 (or higher)	3
VMW117	Fall Vineyard Practices	4
	Vineyard Management elective*	4

Term 6

PSY104	Psychology in the Workplace (or higher)	4
VMW105	Spanish in the Vineyard	3

Term 7

SPN112	Beginning Spanish Conversation Term 2 (or higher)	(3)
VMW122	Introduction to Winemaking	3
VMW261	Vine Physiology (or higher)	4
VMW280C	Cooperative Work Experience	3

Term 7

VMW256	Agriculture Business Management	3
VMW260	Soil and Plant Nutrition	4
VMW280	Cooperative Work Experience	3
	Vineyard Management elective*	4

Total Required Credit Hours 98

*Approved Vineyard Management Electives

(Select 12 credits):

BI131	Environmental Science 1	4
BI132	Environmental Science 2	4
BI133	Environmental Science 3	4
BI153	Fundamentals of Plant Biology	4
CA220	QuickBooks—Computerized Bookkeeping	3
CIS125A	Micro Database Software—Access	3
CIS125E	Excel-Workbooks	4
HOR211	Plant Propagation	4
MTH070	Elementary Algebra	4
SPN112	Beg. Spanish Conversation Term 2	3
SPN113	Beg. Spanish Conversation Term 3	3
VMW102	Wine Industry Exploration	3
VMW131	Wine Appreciation	3
VMW132	Wines of the World	3
VMW134	Wines of the Pacific Northwest	3
VMW170	Introduction to Wine Marketing	3
VMW222	Science of Winemaking	3
VMW244	Wine Production	6
VMW245	Wine Clarification and Stabilization	4
VMW246	Wine Aging, Filtration and Bottling	4
VMW254	Winery Process Planning and Design	3
VMW280A-F	Cooperative Work Experience	1–6
WLD051	Basic Arc Welding	5

Vineyard Operations Certificate

Coursework for the Vineyard Operations Certificate includes instruction and hands-on training in the basic knowledge and practical skills required for successful employment as a vineyard technician or for people wanting to establish a vineyard. Students must begin winter term.

Winter Term

MTH070	Elementary Algebra+ (or higher)	4
VMW101	General Viticulture	3
VMW114	Winter Vineyard Practices	4
VMW261	Vine Physiology (or higher)	4

Spring Term

PSY104	Psychology in the Workplace (or higher)	4
VMW115	Spring Vineyard Practices	4
VMW260	Soil and Plant Nutrition	4

Summer Term

VMW116	Summer Vineyard Practices	4
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Fall Term

CIS101	Introduction to Microcomputer Applications (or higher)	3
VMW117	Fall Vineyard Practices	4
WR115	Introduction to Composition+ (or higher)	4

Total Required Credit Hours 42

Winemaking AAS Degree

The Winemaking program includes instruction and hands-on training in the basic knowledge and technical skills required for successful employment as a winemaker in the cool climate wine industry. Training is appropriate for employees or potential employees of wineries or for people wanting to establish such a business. Practical skills will also be emphasized and students will gain on-the-job work experience through the Cooperative Work Experience Program.

Term 1

CH121	College Chemistry (or higher)	5
CIS101	Introduction to Microcomputer Applications (or higher)	3
MTH095	Intermediate Algebra+ (or higher)	4
VMW101	General Viticulture	3

Term 2

BI230	Introductory Microbiology (or higher)	4
CH122	College Chemistry (or higher)	5
WR121	English Composition—Exposition (or higher)	4
VMW122	Introduction to Winemaking	3
	Winemaking elective*	3

Term 3

CH123	College Chemistry (or higher)	5
CH172	Chemical Methods for Analysis of Musts and Wines	3
PSY104	Psychology in the Workplace (or higher)	4
VMW131	Wine Appreciation	3
VMW222	Science of Winemaking	3

Term 4

SP111	Fundamentals of Public Speaking (or higher)	4
VMW244	Wine Production	6
WR227	Technical Writing (or higher)	4
	Winemaking elective*	3

Term 5

VMW132	Wines of the World	3
	OR	
VMW134	Wines of the Pacific Northwest	(3)
VMW170	Introduction to Wine Marketing	3
VMW245	Wine Clarification and Stabilization	4
VMW254	Winery Process Planning and Design	3
VMW280C	Cooperative Work Experience	3

Term 6

VMW233	Sensory Evaluation of Wine Components	3
VMW246	Wine Aging, Filtration and Bottling	4
VMW256	Agriculture Business Management	3
VMW280C	Cooperative Work Experience	3
	Winemaking elective*	3

Total Required Credit Hours 101

*Approved Winemaking Electives

(Select 9 credits):

BA223	Principles of Marketing	4
BA238	Sales and Persuasion	3
BI101	General Biology (or higher)	4
BI102	General Biology (or higher)	4
BI103	General Biology (or higher)	4
CA220	QuickBooks—Computerized Bookkeeping	3
CIS125A	Micro Database Software—Access	3
CIS125E	Excel-Workbooks	4
VMW102	Wine Industry Exploration	3
VMW114	Winter Vineyard Practices	4
VMW115	Spring Vineyard Practices	4
VMW116	Summer Vineyard Practices	4
VMW117	Fall Vineyard Practices	4
VMW232	Sensory Evaluation of Wine Varietals	3
VMW257	Tasting Room Management	3
VMW260	Soil and Plant Nutrition	4
VMW261	Vine Physiology	4
VMW271	Wine Marketing—Brand Development	4
VMW272	Wine Marketing—Understanding the Wine Market Place	4
VMW273	Wine Marketing—Assessing and Targeting The Market	4
VMW280A-F	Cooperative Work Experience	1–6