Wine Marketing Assistant Pathway Certificate

The Wine Marketing Assistant Pathway Certificate includes parts of the full Viticulture and Enology one-year certificate and two-year degree that prepare students for entry level positions in wine sales and distribution. Students can continue with either the Viticulture/Enology program or augment business skills. Students completing the program will be able to demonstrate understanding of the role and function of marketing in the wine industry; familiarity with the basic chemistry of winemaking; ability to conduct sensory evaluations of wine qualities; and knowledge of worldwide wine varieties, regions, and markets. Students must be over 18 years of age to participate in wine tasting.

**REQUIRED CURRICULUM (ALL CLASSES BELOW)**

**TERM ONE - FALL**
- VE 101 Introduction to the Wine Industry (1cr)
- VE 201 Winemaking for Viticulturists (3cr)
- VE 203 Wines of the World (4cr)

**TERM TWO - WINTER**
- VE 202 Sensory Evaluation of Wine (3cr)
- VE 204 Wines of the Pacific Region (1cr)

**TERM THREE - SPRING**
- VE 205 Wines of Oregon (1cr)
- VE 223 Wine Marketing (3cr)

*Total: 13 credits*

Viticulture Certificate

The one-year certificate program in Viticulture prepares students for entry into the industry and is the first year of the two-year AAS degree. The certificate program includes an introduction to grape growing, basic principles of soil science, vineyard practices throughout all four seasons, and supervised practical work experience. Students with prior college experience may not have to take any or all general classes required.

**REQUIRED CURRICULUM (ALL CLASSES BELOW)**

**TERM ONE - FALL**
- *MTH 095 Intermediate Algebra OR higher (4cr)
- VE 101 Introduction to the Wine Industry (1cr)
- VE 110 Vineyard Practices I (4cr)
- VE 202 Sensory Evaluation of Wine (3cr)
- VE 204 Wines of the Pacific Region (1cr)

**TERM TWO - WINTER**
- GS 105 Physical Science (General) (4cr)
- SPAN 121 Spanish in the Workplace: Viticulture (4cr)
- VE 111 Vineyard Practices II (4cr)
- VE 112 Vineyard Practices III (4cr)
- VE 201 Winemaking for Viticulturists (3cr)

**TERM THREE - SPRING**
- VE 205 Wines of Oregon (1cr)
- VE 223 Wine Marketing (3cr)
- SPAN 121 Spanish in the Workplace: Viticulture (4cr)

*Total: 50 credits*

**OFFERED ALL TERMS**

**FALL TERM ONLY CLASSES**
- VE 110 Vineyard Practices I (4cr)
- VE 202 Sensory Evaluation of Wine (3cr)
- VE 204 Wines of the Pacific Region (1cr)
- VE 211 Science of Winemaking I (4cr)
- VE 210 Laboratory Analysis of Musts and Wines (4cr)
- VE 203 Wines of the World (1cr)
- VE 209 Laboratory Analysis of Musts and Wines (4cr)
- VE 201 Winemaking for Viticulturists (3cr)
- VE 205 Wines of Oregon (1cr)
- VE 201 Winemaking for Viticulturists (3cr)

**WINTER TERM ONLY CLASSES**
- *VE 111 Vineyard Practices II (4cr)
- VE 102 Integrated Pest Control (4cr)
- VE 112 Vineyard Practices II (4cr)
- VE 204 Wines of the Pacific Region (1cr)
- *WR 115 Introduction to Expository Writing OR higher (4cr)
- VE 111 Vineyard Practices III (4cr)
- *CH 104 Intro to Chemistry I (4cr)
- *CH 105 Intro to Chemistry II (4cr)
- *CH 114 Intro to Chemistry III (4cr)

**SUMMER TERM ONLY CLASSES**
- *VE 280 CWE Practicum (10cr)
- *VE 280 CWE Practicum (10cr)
- *VE 280 CWE Practicum (10cr)
- *VE 280 CWE Practicum (10cr)
- *VE 280 CWE Practicum (10cr)

**GENERAL CLASSES REQUIRED**
- *MTH 095 Intermediate Algebra OR higher (4cr)
- *WR 115 Introduction to Expository Writing OR higher (4cr)
- *CH 104 Intro to Chemistry I (4cr)
- *CH 105 Intro to Chemistry II (4cr)
- *CH 114 Intro to Chemistry III (4cr)

*Higher level classes required for programs at 4-year institutions. Please see advisor for course recommendations.

For more information, contact: The Southern Oregon Wine Institute | 541.440.SOWI | sowi@umpqua.edu