

VITICULTURE & ENOLOGY

Wine Marketing Assistant One-Year Pathway Certificate

PROGRAM MISSION

The wine marketing assistant pathway certificate prepares students for employment in various wine marketing positions by educating them in fundamental wine marketing concepts and strategies.

PROGRAM DESCRIPTION

The Wine Marketing Assistant Pathway Certificate prepares students for entry-level positions in retail wine sales, wine tasting rooms, and wine distribution. Students are educated about the role and function of marketing in the wine industry; familiarity with the basic techniques of winemaking; worldwide wine varieties, regions, and markets; and how to conduct sensory evaluations of wine through online content and full day in-person labs and supervised practical work experience. Students must be 18 years of age to participate in wine tastings. This certificate can be completed in 1 year.

PROGRAM OUTCOMES

Students who successfully complete the Wine Marketing Assistant One-year Certificate will:

1. Demonstrate knowledge of marketing and distribution principles for wine
2. Demonstrate knowledge of worldwide wine varieties, regions
3. Apply basic principles and techniques of wine sensory evaluation

CAREER CONSIDERATIONS

The Wine Marketing Assistant certificate program prepares students for entry level jobs and future careers in the following areas: Retail wine sales, Wine tasting room sales, Distributor wine sales.

PROGRAM COURSE REQUIREMENTS

Year One

VE 101	Introduction to the Wine Industry	1
VE 201	Wine Making for Viticulturists	3
VE 202	Sensory Evaluation of Wine	4
VE 203	Wines of Europe	3
VE 204	Wines of the Southern Hemisphere	3
VE 205	Wines of North America	3
VE 223	Wine Marketing	3

Total Credits 20

Please see an advisor for a degree planning worksheet for this program. Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

CWE can be taken in 1-4 credit increments. 33 hrs = 1 credit

PROGRAM AND COURSE FEES

Additional program and course fees may apply. See class schedule for more information.