Texas Wine Marketing Research Institute
Box 41240 | Texas Tech University | Lubbock, Texas
http://www.depts.ttu.edu/hs/texaswine
TEXAS TECH UNIVERSITY
THE FUNDAMENTALS OF WINE BUSINESS
COURSE SYLLABUS
FALL 2020

Class Meeting Day/Time: Asynchronous online learning | Live Discussions
Course Dates: October 5 – December 11, 2020 (10 weeks)
Instructor: Dr. Natalia Velikova
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COURSE DESCRIPTION
The 'Fundamentals of Wine Business' course is designed for an advanced understanding of basic marketing principles as they apply to the wine industry. The course is designed to provide the knowledge and business acumen necessary to grow professional careers in the wine business.

COURSE AUDIENCE
The course content is useful for winery owners, wine entrepreneurs, tasting room managers/employees, wine event managers, winemakers and viticulturists wishing to advance their knowledge of business, or prospective winery owners/employees.

COURSE OBJECTIVES
The course is designed to provide students with in-depth comprehension of and the ability to apply and synthesize knowledge in the following areas of wine business application:

- current trends, external and internal factors affecting the wine industry
- core marketing concepts with application to the wine industry
- wine market segmentation, consumer characteristics, motivations, and behavior
- wine brand development and management
- tasting room management
- components and the development of a marketing plan
- advertising, promotional strategies, and social media in the wine industry
- benefits of wine tourism to the wine industry and community
- strategic planning
COURSE LEARNING OUTCOMES

Upon completion of the course, students will be able to:

1. Understand the current trends in the global wine industry \([\text{Comprehension}]\)
2. Define the core concepts of wine business \([\text{Knowledge}]\)
3. Understand elements of the marketing mix and apply it to the wine business framework \([\text{Knowledge}; \text{Application}]\)
4. Identify wine consumer segments; analyze consumer motives, attitudes and behavior \([\text{Knowledge}; \text{Analysis}]\)
5. Assess customer service and other aspects of winery operation \([\text{Analysis}; \text{Experience}]\)
6. Evaluate strategic planning options and different strategies for the wine brand development and management \([\text{Evaluation}]\)
7. Analyze the internal and external forces that affect the wine industry \([\text{Analysis}]\)
8. Conduct the SWOT analysis for wine businesses \([\text{Analysis}]\)
9. Evaluate various advertising, promotional strategies, and social media in the wine industry \([\text{Evaluation}; \text{Analysis}]\)
10. Understand the components of a marketing plan for a wine business \([\text{Knowledge}; \text{Synthesis}]\)
11. Understand components of effective winery social media strategies \([\text{Evaluation}]\)
12. Identify the role of wine as a source of livelihood in agriculture and regional tourism \([\text{Comprehension}]\)
13. Develop insights into wine tourist behavior and marketing strategies of wine tourism \([\text{Analysis}]\)
14. Relate the benefits of wine tourism to regional economies \([\text{Application}]\)
15. Develop critical thinking and verbal/online communication skills \([\text{Synthesis}]\)

ASSESSMENT OF COURSE LEARNING OUTCOMES

Methods of evaluation in this course include participation in the discussion forum, assignments, and projects.

CONTENT AREAS

- Internal and external forces that affect the wine industry
- The core marketing concepts and their application in the wine industry
- The extended wine marketing mix
- Target marketing: market segmentation, positioning, consumer behaviour
- Winery management, wine clubs, personal selling and wine sales management
- Wine brand development and management
- Three-tier distribution system
- Advertising, direct and online wine marketing
- Strength, weaknesses, opportunities, and threats (SWOT) analysis
- Wine marketing plan
- Social media in wine marketing
- The global nature of wine tourism and its regional development
- Wine tourism attractions and events
COURSE STRUCTURE

This course will be administered via distance and will consist mostly of asynchronous online learning. Pre-recorded lectures will be posted on Blackboard weekly. Lectures will be available online for the duration of the course. Each lecture will be accompanied by corresponding assigned readings also posted on Blackboard. Students will listen to the lecture, complete assigned readings, and participate in the Discussion Forum weekly.

WEEKLY DISCUSSIONS

Weekly discussions will be offered for application, discussion, and problem-based learning. Students will participate in weekly discussions by posting responses to discussion questions. Students will have a week to post their responses. In addition, there will be several Live Discussions (optional), which will be held on designated scheduled dates.

DEADLINES

Pre-recorded lectures will be posted on Blackboard at the beginning of each week. Due to the asynchronous nature of this course, students may work at their own pace during the week. However, participation in the Discussion Forum is due by the end of the day the following Sunday. For the purposes of this course, the end of the day is considered 11.59 PM U.S. Central Time Zone.

TECHNOLOGY REQUIREMENTS AND ISSUES

To participate in this course, the following technology requirements should be met.

Hardware

- Computer available for download/installation of software and plug-ins
- Speakers / Sound card
- Headset with a microphone (recommended)
- Webcam (recommended)

Software

- Microsoft Office (Word, Excel, PowerPoint)
- Access to Blackboard
- Internet access - regular, dependable
- Access to email - regular
- Web browser - a current version of one of the following - Internet Explorer, Mozilla Firefox, Safari, Google Chrome, Opera, or Microsoft Edge. Downloads for the newest browser versions are available free of charge.
- The latest version of Java - Available here
- The latest version of Adobe Acrobat Reader Available here

Blackboard

Blackboard is an electronic learning resource designed to provide students with information related to the courses. This includes up-to-date announcements, course information, pre-recorded lectures, discussion forum, assignments/project instructions, deadlines and the like.
For this resource to function to its full potential, it is important that students log on regularly. Students can also monitor their progress in this class through the Grade Center on Blackboard.

To access Blackboard, please follow the link: https://ttu-ce.blackboard.com

COMMUNICATION WITH INSTRUCTOR

Students are encouraged to send their questions, comments, concerns via email. E-mail communication will be acted upon, in most cases, within 24 hours (Mon-Fri). Emails sent on the weekends will not be answered until Monday. The instructor will frequently send e-mails to class on course-related matters. The instructor will send emails to the email addresses provided at the time of registrations. Please make sure the email provided is the one that you check frequently. For telephone/in person communication, the instructor will available during posted office hours or by appointment.

COURSE READING MATERIALS

There is no required textbook for this course.

- **Recommended Textbook**

  The Wine Appreciation Guild, San Francisco, CA

- Required/recommended reading materials will be posted on Blackboard

- Students are advised to sign up to the **Wine Business Daily News**
  https://secure.winebusiness.com/subscriptions/dailyNews.cfm?ref=dn
  A free sign-up with a valid email address will result in getting daily emails with the latest news in the global wine industry.

STUDENTS WITH DISABILITIES (OP 34.22)

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405. For detailed information regarding Texas Tech’s Student Disability Services, see http://www.depts.ttu.edu/students/sds/
STATEMENT OF NONDISCRIMINATION

Neither the instructor nor any student in this class will discriminate or tolerate discrimination on the basis of age, color, disability, ethnicity, gender, national origin, race, religion, sexual orientation, or veteran status. This policy extends to asynchronous and live discussions, student assignments/projects, and all other forms of communication associated with this course.

TTU RESOURCES FOR PREVENTING DISCRIMINATION, HARASSMENT, & SEXUAL VIOLENCE

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated by the University. Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: TTU Student Counseling Center, 806-742-3674, https://www.depts.ttu.edu/scc/ (Provides confidential support on campus.) TTU Student Counseling Center 24-hour Helpline, 806-742-5555, (Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor.) Voice of Hope Lubbock Rape Crisis Center, 806-763-7273, voiceofhopelubbock.org (24-hour hotline that provides support for survivors of sexual violence.) The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, rise.ttu.edu (Provides a range of resources and support options focused on prevention education and student wellness.) Texas Tech Police Department, 806-742-3931, http://www.depts.ttu.edu/ttpd/ (To report criminal activity that occurs on or near Texas Tech campus.)

ACADEMIC INTEGRITY (OP 34:12)

It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable to serious consequences, possibly suspension. ‘Scholastic dishonesty’ includes, but it not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. The Texas Tech policies on academic integrity, including cheating and plagiarism, will be strictly upheld in this class.

For detailed information regarding these policies, see http://www.depts.ttu.edu/studentjudicialprograms/academicinteg.php
For further information regarding student policies at Texas Tech, see http://www.depts.ttu.edu/dos/docs/2010_2011_Handbook_and_Code.pdf