



TEXAS TECH UNIVERSITY
THE FUNDAMENTALS OF WINE BUSINESS
COURSE SYLLABUS
FALL 2021



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Texas Tech University
Texas Wine Marketing Research Institute
Box 41240 || Lubbock, Texas
[Wine Business Certificate Program](#)



TEXAS TECH UNIVERSITY

THE FUNDAMENTALS OF WINE BUSINESS

COURSE SYLLABUS

FALL 2021

Class Meeting Day/Time:	Asynchronous online learning optional Live Discussions
Course Dates:	September 13 – November 21, 2021 (10 weeks)
Instructor:	Dr. Natalia Velikova
Office:	TTU Lubbock College of Human Sciences Office 604
Phone:	806.834.3589
E-Mail:	natalia.velikova@ttu.edu
Office Hours:	Mondays 11:00 AM–1:00 PM Other times: by appointment
Technical Support:	IT Help Central 806.742. HELP

COURSE DESCRIPTION

The 'Fundamentals of Wine Business' course is designed for an advanced understanding of basic business 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
- 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 [*Comprehension*]
2. Define the core concepts of wine business [*Knowledge*]
3. Understand elements of the marketing mix and apply it to the wine business framework [*Knowledge; Application*]
4. Identify wine consumer segments; analyze consumer motives, attitudes and behavior [*Knowledge; Analysis*]
5. Assess customer service and other aspects of winery operation [*Analysis; Experience*]
6. Evaluate strategic planning options and different strategies for the wine brand development and management [*Evaluation*]
7. Analyze the internal and external forces that affect the wine industry [*Analysis*]
8. Conduct the SWOT analysis for wine businesses [*Analysis*]
9. Evaluate various advertising, promotional strategies, and social media in the wine industry [*Evaluation; Analysis*]
10. Understand the components of a marketing plan for a wine business [*Knowledge; Synthesis*]
11. Understand components of effective winery social media strategies [*Evaluation*]
12. Identify the role of wine as a source of livelihood in agriculture and regional tourism [*Comprehension*]
13. Develop insights into wine tourist behavior and marketing strategies of wine tourism [*Analysis*]
14. Relate the benefits of wine tourism to regional economies [*Application*]
15. Develop critical thinking and verbal/online communication skills [*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
- 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 Discussion Forum on Blackboard by posting responses to discussion questions. Students will have a week to post their responses.

LIVE DISCUSSIONS

In addition to weekly Discussion Forum, Live Discussions will be held every other week from 7:00 to 8:00 p.m. Although Live Discussions are optional, participation is highly encouraged. This is an opportunity for the instructor to go over weekly topic highlights and for students to interact with the instructor and fellow students through questions and discussions. Students are expected to be prepared to ask questions and actively participate in the discussions.

The link to the Zoom virtual classroom is posted on Blackboard. Students will use the same virtual classroom for the entire semester.

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.

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 be available during posted office hours or by appointment.

COURSE READING MATERIALS

There is **no required textbook** for this course.

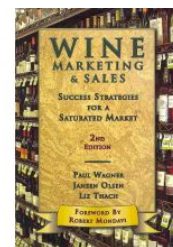
- **Recommended Textbook**

Wagner, P., Olsen, J., & Thach L. (2006).

Wine Marketing and Sales: Success Strategies for a Saturated Market.
(2nd edition).

The Wine Appreciation Guild, San Francisco, CA

ISBN: 978-1-934259-25-2



- 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.

ASSIGNMENTS/PROJECTS/GRADING

Assignments/ Projects	% Weight
Weekly Discussions Participation	30%
Story Project	20%
Peer Story Review	20%
Final Project (Marketing Plan)	30%
Total	100%

This is a pass/ fail course (no letter grades assigned).

The passing grade is 70%

COURSE SCHEDULE

Week	Start Date	TOPIC	READINGS / ASSIGNMENTS
1	Sept 13	Introductions Wine Marketing Basics	Weekly Discussions: Introductions
2	Sept 20	Market segmentation	Weekly Discussions
3	Sept 27	Customer behavior	Weekly Discussions
4	Oct 4	Branding	Weekly Discussions
5	Oct 11	Story Telling	Weekly Discussions
6	Oct 18	Wine advertising, promotion, social media	Weekly Discussions Story Project DUE
7	Oct 25	Tasting room management	Weekly Discussions Peer Story Review DUE
8	Nov 1	Packaging and graphic design	Weekly Discussions
9	Nov 8	Pricing, sales, distribution	Weekly Discussions
10	Nov 15	Wine tourism, events, wine club management	Final Project (Marketing Plan) DUE

DISCLAIMER

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified on Blackboard or via email. Students are encouraged to check their emails regularly. It is the student's responsibility to stay informed.