And *Wine Business Case Studies*, Mora

Course Description: Wine Marketing and Appreciation is designed to provide the student with an overview of key concepts and challenges pertaining to wine and the wine industry. This course covers key aspects of the wine business landscape to highlight the diverse nature of the decisions involved with wine management. Topics include wine etiquette and background, history of wine producing countries, new world versus old world wine producers, wine exporting and importing, wine branding, wine cooperative, and wine consumer behavior.

Course Grading: Your grade in this course will be based on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tr>
<td>Two Exams</td>
<td>250 pts (125 per exam)</td>
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<tr>
<td>Case Assignments</td>
<td>200</td>
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<tr>
<td>Case Presentations</td>
<td>200</td>
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<tr>
<td>Attendance/Participation/homework</td>
<td>30 pts</td>
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<tr>
<td>Total</td>
<td>690 pts</td>
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EXAMS:
There will be 2 exams for this course. Exam 1 will be in week 6 and Exam 2 will be during the final exam period. The format will be a combination multiple choice and short answer. Exams will be posted online and taken outside of class. Exams will be written based on lectures, cases, class discussion, and homework.

Case Assignments: Cases will be used to enhance student learning. Each student is expected to individually prepare a two page (typed and double spaced) report for each case assigned in class. Appropriate elaboration is appreciated. Write the case as if you are presenting this to a boss or formal figure who does not know the subject matter. If you are unsure about more or less elaboration, use more! Question Assignments will cover topics pertaining to wine appreciation and wine production.

Cases will be assigned by the instructor. In most cases instructor will present questions pertaining to material covered in Wine Business Case Studies book with the exception of the Yellow Tail Case. Students should be prepared to discuss the assigned case during the class period in which the case is due. Cases not submitted by the due date will not be accepted.

Case Presentations: Student groups will present cases to class in Wine Business Case Studies book. Groups will pick cases during class and be prepared to present material to the class. A basic format will be provided by instructor. More information will be available in class.
**Attendance/Participation/homework:** Students are expected to attend class and actively participate in class discussion when appropriate. Each class period a role sheet will be circulated, and it is the student’s responsibility to sign the role sheet. In addition, homework outside of the written cases will be assigned as needed. These small assignments will also count into this grade.

**Inclusion in Syllabi:** The following statement should be included in all syllabi, “We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at [http://www.utt Tyler.edu/about/campus-carry/index.php](http://www.utt Tyler.edu/about/campus-carry/index.php).”

**Special Needs:**
University of Texas at Tyler seeks to provide appropriate academic adjustments for all individuals with disabilities. This University will comply with all applicable federal, state, and local laws, regulations and guidelines, specifically Section 504 of the Rehabilitation Act of 1973, and the Americans Disabilities Act (ADA), with respect to providing appropriate academic adjustments to afford equal educational opportunity. It is the responsibility of the student to register with and provide medical verification and academic schedules at the beginning of each term. The student also must contact the faculty member in a timely manner to arrange for appropriate academic adjustments.

**Tentative Class Schedule – Official Syllabus to be posted on Canvas:**

**TENTATIVE Spring 2017 Wine Marketing & Appreciation**

**Week 1**
- Introduce Class & Basic Wine Etiquette
- Chapter 1 - Basic Wine Marketing Principles

**Week 2**
- Chapter 2: Wine Consumers Today
  Case: Huia Vineyards: Sustainability as a Path to Success for a New Zealand Winery

**Week 3**
- Chapter 3: Wine Branding
  Case: Stella di Campalto Winery: The Pioneer of Biodynamic in Montalcino

**Week 4**
- Chapter 4: Wine Advertising and Promotion

**Week 5**
- Chapter 5&6: Wine Packaging and Graphic Design

**Week 6**
- Chapter 8/9: Wine budgeting and Sales
  Exam 1 Posted online to cover above material

**Week 7**
- Chapter 10/11/12 Wine Selling to Distributors, Restaurants & Direct to Consumer
Week 8  Chapter 10/11/12 Wine Selling to Distributors, Restaurants & Direct to Consumer
Case: Marketing Chilean Wine Domestically: Comparing wine sales at supermarkets and specialty shops

Week 9  Chapter 13 Establishing a Tasting Room
Case Yellow Tail: A Clever Strategy

Week 10  Chapter 14: Wine Tourism
Case: The Great Cork Debate: Cork Stages a Comeback

Week 11  Chapter 15: Strategies for Wine Exporting and Importing Wine
Case: A Cru Bourgeois-Medoc: Will joining a Wine Alliance Improve Quality and Sales?

Week 12  Chapter 16: Repositioning and Turnaround

Week 13  Chapter 17: The Big Picture and Evolving Topics

Week 14  Case: Bonnet-Gapenne: A Bordeaux Wine Merchant Evaluates Future Positioning

Week 15  Final Exam
Final Exam to cover material from week 7 to end of class. Exam will be taken during University Scheduled Exam Time.