



School of Humanities and Social Sciences

WGS 310-AIX 1

International Wine Business

202425 Fall

Course Details

Credit Hours: 3

Days: Thursdays

Time: 3:30pm to 6:30pm

Prerequisites: This course is suitable for an undergraduate student who has successfully completed at least 3 semesters of College-level course work. Successful completion of ENG 101 or equivalent, and 6 credit hours above the 100-level (introductory) in the arts, humanities, social sciences and/or business are strongly recommended; or instructor permission. No prior experience with a Wine Studies course is necessary

Instructor Information

Marie Ferlanda

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Course Description

Wine has been a trade since Ancient Greece and continues to be an object of global commerce. Through a combination of lecture, case studies, excursions and tastings, this course provides students with an understanding of various aspects of the global trade. Through class outings we will visit different wine companies and converse with guest speakers to gain experience from genuine business examples. This course will cover B to C sales (retail, hospitality, online) and B to B sales focusing on wine export and marketing from the perspective of French wine producers in international markets. The course includes Field Studies. Additional fee required.

Course Objectives

- Following this course, students should have acquired an understanding of the various sales channels for wines in various business structures.
- They will acquire an overview of the main export markets and understand their key differences and difficulties.
- Students will understand the different particularities of wine sales in modern international commerce.
- They will be able to evaluate quality and pricing of wines and its impact on brand positioning.

Learning Outcomes

Students will:

- Analyse key export markets for French wine producers
- Be able to describe the main French wines and regions
- Create their own wine brand with a unique marketing positioning
- Identify the best suited market for their wine brand (exports, B to B and B to C)

Instructional Methods and Activities

This class involves:

- Lectures on French wine regions, marketing and positioning, key sales channels (exports, B to B and B to C)
- Class discussions around trade articles
- Business case studies
- Group work
- Tasting using the systematic approach to tasting (WSET) to evaluate wine quality vs price and branding.

- Field study, written papers & homework including questionnaires, brand creation, tastings and sales strategies.

Primary/Required Textbooks and Materials

Trade articles

Assessment, Evaluation, and Grading

EVALUATION AND GRADING

Category	Points
Participation	40 Points
Home case studies	80 Points
Mid-term	50 Points
Field Studies	30 Points
Final Exam	100 Points
Total	300 Points

Grading System/Grade Distribution

Grading System/Grade
Distribution

U.S	ACM	French Equivalent
95-100%	A	17-20
90-94%	A -	16
88-89%	B+	15

U.S	ACM	French Equivalent
84-87%	B	14
80-83%	B-	13
78-79%	C+	12
74-77%	C	11
70-73%	C-	10
68-69%	D+	9
64-67%	D	8
60-63%	D-	7
0-59%	F	0-6

Attendance

One of the primary requirements this semester is that you attend class. This is not a lecture class; it's essential that you come to class on time, be prepared for the lesson, and be ready to participate in discussions and activities. Attendance will be part of your final grade. Any absences can harm your final grade. It will be up to the student to manage and communicate with professors about their absences. For every absence, your final grade may be lowered by one half-letter grade (B+ to become a B, B to become B-, and so on). ACM-IAU professors are empowered to impose academic sanctions (including a lowered grade or even failure) upon students for unexcused absences, frequent tardiness, work submitted late, or any other actions or behaviors that violate ACM's academic standards and policies.

Our class meets once a week, therefore each absence for one session will count as two absences.

Being late of more than 10 minutes, or leaving class early, will count as an absence. Multiple lateness of less than 10 minutes will count as an absence above 3 occurrences during the semester.

Field trips are an essential part of the learning process, not attending the field trip will count as two absences.

When you return to class after an absence, you are required to catch up the lesson and any homework must be done.

Homework: Homework have to be handed back on time, for each day late, the grade will be reduced by 10% up to the 5th day. After 5 days of lateness, the homework will not be accepted.

Academic Policies

All students are responsible for reading, knowing, and understanding the information pertinent to their areas of study available in the ACM Catalog. The catalog contains requirements for all degree programs, course descriptions, academic policies, and regulations that govern ACM. All parts of the catalog are subject to annual changes as university rules, policies, and curricula change. It is your responsibility to keep informed of such changes; failure to do so will not exempt you from whatever penalties you may incur. Catalogs are published from August through July.

Review the latest catalog at: <https://www.acmfrance.org/academics/catalog>

Schedule of Classes and Assignments

Week 1 Understanding terroir, the global wine trade, sensory analysis

- Orientation – Terroir and the basics of wine – 1h
- Sensory analysis tasting workshop: Preparing the palate –1h
- Overview of worldwide wine production and trade - 1h
- <https://www.decanter.com/wine-news/can-the-wine-industry-adapt-to-the-lifestyle-generations-524654/>

Week 2 French red wine regions, sustainable wines

- Red winemaking - Main wine regions: Burgundy, Rhone, Bordeaux – 1h30
- Tasting red wines – 1h
- Sustainable wines – 30min

Week 3 Segmentation, marketing mix, positioning

- Segmentation, marketing mix, positioning – 1h30
- <https://www.wine-searcher.com/m/2022/04/wineries-overthinking-their-marketing-plans>
- Case study – 1h30
- https://en.wikipedia.org/wiki/Total_Wine_%26_More

Week 4 French white wine regions, USP marketing

- White and sparkling winemaking - Main wine regions: Loire, Burgundy, Champagne – 1h

- Tasting white wines – 30'
- Product marketing: Understanding Provenance and USP –1h
- <https://www.beveragedaily.com/Article/2022/02/16/US-wine-industry-fails-to-attract-millennials>
- Team building 30'

Week 5 French Rosé wine regions, branding Rosé winemaking – Provence region – 1h

- Tasting: Provence Rosé 30'
- Brand positioning - Provence branding case study – 1h
- to read : <https://www.vinsdeprovence.com/en/le-rose/le-b-a-ba-du-rose>

Week 6 Retail

- Understanding the retail sector 1h
- Retail visits 1h30
- Student clinic 30'

Week 7 Mid-Term: Create your own winery, packaging, labeling regulations.

- Team presentations 1h
- Packaging and labeling, AOC regulations – 1h
- Tasting and labels 1h

Week 8 US 3-Tiers System

- The 3-Tiers system in the US – 1h
- US Case study or Guest speaker 1h
- Student clinic 1h
- <https://wineindustryadvisor.com/2024/06/17/archaic-alcohol-regulatory-system-must-modernize-argues-new-white-paper/>

Week 9 No class Spring break

Week 10 Hospitality

- Understanding the hospitality sector 1h
- Hospitality visit 1h30
- Team clinic – winery range 30'

Week 11 UK wine Market Student presentation – 1h

- Understanding the wine market in the UK – 1h
- UK market case study or guest speaker – 1h
- <https://www.decanter.com/decanter-world-wine-awards/dwwa-market-guide-a-helping-hand-in-the-competitive-uk-wine-market-527467/>

Week 12 Sales at the winery

- Understanding sales at the winery 1h30
- Wine tourism case study 1h30
- <https://hospitality-on.com/en/trends/development-wine-tourism>

Week 13 Japan & China wine market

- Understanding the wine market in Japan and China -1h30
- Case study or guest speaker - 1h
- Student clinic 30'
- <https://vino-joy.com/2024/05/11/wine-sales-in-guangdong-drop-to-5-of-baijiu-total/>

Week 14 Scandinavian markets

- Understanding the wine market in Scandinavia -1h30
- Case study or Guest speaker -1h
- Student clinic 30'
- <https://www.wineaustralia.com/news/market-bulletin/issue-248>

Exam period: Final exam presentation

Field Trip

Winery in tour : Friday 18th October afternoon - Chateauneuf du Pape