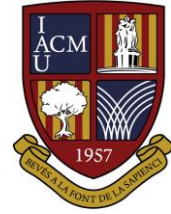




INSTITUTE FOR AMERICAN UNIVERSITIES
THE AMERICAN COLLEGE OF THE MEDITERRANEAN



WS 310
3 CREDITS
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SPRING 2022

INTERNATIONAL WINE TRADE
WS 310

I. COURSE DESCRIPTION

The course will focus on wine commerce with some aspects of marketing across various channels and market locations worldwide. The first part of the class will focus on B-to-C sales (Business to Consumer) considering sales at the winery, in retail stores, online and in the hospitality sector.

The second part of the course will focus on B-to-B sales (Business to Business) focusing on wine exports and worldwide trends, by giving an overview of the major wine markets across the world (US, China, UK, Northern Europe) and explaining the technical difficulties of exporting wines (customs, taxes, transport, technical...). The course will also explain the exception of the US Three-Tiers system and Monopoly distribution systems such as Canada or Norway.

In addition, the students will gain an understanding of Provenance and study the key elements of wine USP (Unique Selling Point) across product marketing examples and case studies. Some wine tastings during the class will focus on wine quality vs price and its consequences on brand positioning and marketing.

II. COURSE OBJECTIVES

Following this course, the students should have acquired an understanding of the various sales channels for wines in various business structures. Students will understand the different sales techniques applicable to these channels and the particularity of wine sales in modern international commerce.

They will acquire an overview of the main export markets and understand their key differences and difficulties. Focusing on specific wine brands, the students will understand the key marketing elements of wines.

Following wine tastings during the class, the students should be able to evaluate quality and pricing of wines and its impact on brand positioning.

III. LEARNING OUTCOMES

The students should be able to analyze various export markets and create their own winery and wine brands and identify the best suited market (exports, B to B and B to C) and build sales and marketing strategies with a development plan.

IV. INSTRUCTIONAL METHODS AND ACTIVITIES

- Lectures on marketing and sales strategies adapted to the sales channel
- Class discussions around trade articles
- Regular Case studies focusing on the subject of the day
- 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.

V. COURSE STRUCTURE

Part 1 - 1h30

Articles – 15-30min

Students will bring weekly articles to discuss in class

Lecture – 1h/1h30

Part 2 – 1h30

Case study or Tastings – 1h

Regular case studies will help put into practise or analyse examples the subject seen in the first part of the course. Wine tasting will give students an understanding of price vs quality.

Correction case study or homework - 30min

VI. EVALUATION AND GRADING

Attendance and Participation	100 points
Homework	80 points
Mid-term	120 points
Field Studies	100 points
Final Exam	200 points
Total:	600 points

VII. ATTENDANCE

One of the primary requirements this semester is that you attend class. This is not a lecture class, and its success depends very much on you coming to class on time, prepared for the lesson, and ready to participate in discussion and activities. Attendance will be part of your final grade. Unexcused absences have a negative impact on your final grade. Each unexcused absence above two will lower the final grade by a half-letter grade. IAU College excused

absences: absences linked to IAU excursions; sickness (a medical certificate is required); emergencies.

VIII. CALENDAR

Week 1 Overview of the global wine trade

Presentation of the class and the weekly tasks (article, tastings, case studies...) – 30min

Overview of worldwide wine production and trade - 1h

Tasting: Provence Rosé and Case study: Miraval: the basis of a business plan – 1h30

Week 2 Sales at the Winery

Weekly article - 30min

Oeno-tourism: Sales at the winery - 1h

Case study: Domaine La Cavale – 1h30

Week 3 Retail sales

Weekly article - 30min

Retail sales market research and segmentation – 1h

Case study Belgium market and ranging – 1h30

Week 4 Retail Sales

Weekly article - 30min

Retail sales in practice – 1h

BB and WR case study – 1h30

Week 5 Online Sales

Weekly article - 30min

Online Sales – 1h

Case Study – 1h30

Week 6 Hospitality sales

Weekly article - 30min

Restaurants and bar sales – 1h

Hospitality Case Study– 1h30

Week 7 **Mid-Term**

Week 8 US 3-Tiers System and Monopoly Systems

The 3-Tiers system in the US and Monopoly systems – 1h30

Mid-Term correction - 30min

Alcohol monopolies in Nordic countries and Canada – 1h

Week 9 Product marketing

Understanding Provenance, USP and AOC Regulations in Europe – 1h30

Tasting: Cassis AOC – 1h30

Week 10 Exports

Main export markets, Logistic, tariffs, customs -1h30

Case study: Export – 1h30

Week 11 Nordic markets

Understanding the wine market in Scandinavia -1h30

Case study: The Nordic markets -1h30

Week 12 Spring break

Week 13 Japan wine market

Understanding the wine market in Japan -1h30

Case study: The Japanese market -1h30

Week 14 UK wine Market

Understanding the wine market in the UK -1h30

Case study: The UK market -1h30

Week 15 Chinese wine market

Understanding the wine market in the China -1h30

Final exam study – 1h30

Final Exam 1h30 Export market case study

IX. FIELDS STUDIES

Friday 18th March afternoon 2pm to 6pm: AOC Bandol Domaines Bunan, la Cadière d'Azur