



School of Global Affairs  
MKT 302-AIX 1  
Wine Marketing and Sensory Analysis  
202425 Fall

## Course Details

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**Credit Hours:** 3

**Days:** Monday

**Time:** 15h30-18h25

**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

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Anthony Triolo

**Email:** Anthony.Triolo@lau.Edu

## Course Description

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This course is a combination of lecture and professional tasting to analyze the quality levels, marketing of wine, target market, consumer behavior, sales positioning, pricing structures, competitive analysis and social media. Students will learn vineyard and winemaking techniques utilized to achieve certain styles of wine. Students will learn how critics and wine competitions affect both winemaking and marketing. Course includes Field Studies to wineries and vineyards.

## Course Objectives

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- To gain an understanding of the international wine market including knowledge of viticulture and enology, wine grapes and styles of the major wine growing areas in the world, understanding of strategies for wine marketing and branding including laws, regulations, consumer behavior. Professional wine analysis will focus on component tasting techniques to objectively evaluate a wine for target market.

## Learning Outcomes

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- Student will have an understanding of component tasting to objectively analyze a wine for ability to age, investment potential, positioning and target market.
- Student will demonstrate an understanding of specific viticulture and winemaking techniques and regulations that affect the finished product.
- Student will be able to demonstrate the principles of wine marketing and strategy.
- Student will be able to show an understanding consumer target market Students will be able to discern the differences between styles, winemaking and regional practices.

## Instructional Methods and Activities

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1. Lectures describing the organoleptic system, odor and taste detection practical exercises
2. Understanding wine styles through lectures and guided tastings
3. Guided professional wine evaluation to determine components necessary for market placement and pricing.
4. Lectures and Case Studies on strategy and marketing

## Primary/Required Textbooks and Materials

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**Wine Marketing**

**ISBN:** 9780750654203

**Authors:** Colin Michael Hall, Richard Mitchell

**Publisher:** Routledge

**Publication Date:** 2008-01-01

C. Michael Hall and Richard Mitchell



### **Additional Information:**

Additional Websites:

<http://www.wine-pages.com>

[www.winebusiness.com](http://www.winebusiness.com)

[www.decanter.com](http://www.decanter.com)

[www.bbr.com](http://www.bbr.com)

[www.wineinstitute.com](http://www.wineinstitute.com)

[www.winemarketcouncil.com](http://www.winemarketcouncil.com)

[www.oiv.org](http://www.oiv.org)

[www.wine-searcher.com](http://www.wine-searcher.com)

Winefolly.com

## **Assessment, Evaluation, and Grading**

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### **Participation, 10%**

Includes:

Weekly Mini Group Projects

### **Tasting Journals and Grape Variety research 10%**

Students will keep a tasting journal of weekly wine tastings and grape varieties.

**Mid-term Grade: 25%** an in class, short answer and essay test.

### **Group Project 15%**

Each presentation should be a maximum of 30 minutes, details given separately.

### **Final Exam: Comprehensive 25%**

Exams are a combination of written and practical. The written portion includes essay and short answer questions. The practical part of the exam consists of students tasting a wine to determine region, style, target market, ability of a wine to age and if the price is correct in relation to the quality.

## Group Project 2 15%

Students will create a wine brand/story and label design, to be presented on the final day of class. Details given separately

## Grading System/Grade Distribution

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Grading System/Grade  
Distribution

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

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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.

## Academic Policies

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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

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### **Week 1:** Course Overview: Product is the Essence

Organoleptic and Sensory analysis,

Professional Tasting Techniques

Readings: Class Reader: week 1

### **Week 2:** Marketing, Branding (5Ps), and Market Research

White Wines

Readings: Hall, Ch. 1; Class Reader: week 2

Research: Chardonnay, Sauvignon Blanc, Pinot Grigio, Riesling, Malvasia, Albarino,

### **Week 3:** Crafting Labels: identity and image

Red Wines

Readings: Hall, Ch. 2; Class Reader: week 3

Research: Cabernet Sauvignon, Merlot, Syrah, Grenache, Sangiovese, Nebbiolo, Pinot Noir

**\*\*Class at 5 avenue General Preaud\*\***

### **Week 4:** Crafting Brand Stories: Place

## Sparkling Wines

Readings: Hall, Ch. 3; Class Reader: week 4

Research: Pinot Meunier, Glera, Parallada, Xarel-lo, Macabeo

**Week 5: Crafting Brand Stories: People**

## Rose Wines

Readings: Hall, Ch. 4; Class Reader: week 5

Research: Muscat, Semillon, Cinsault

**Week 6: Fundamentals of Pricing**

## Wine Faults

### Oxidized Wines and Fortified Wines

Readings: Hall, Ch. 5; Class Reader: week 6

Research: Savignan, Touriga Nationale, Palomino Fino, Zibbibo

**Week 7: Mid-term**

Case Study: Wine Critics, Social Media and Trends

Readings: Hall, Ch. 7; Class Reader: week 8

**Week 8: Fall Break**

**Week 9: Case Study: Natural Wines**

Creating opportunities in general trends

Readings: Hall, Ch. 6; Class Reader: week 7

## Group Presentations

**Week 10: No Class**

Case Study: International Styles: Traditionalist vs. Modernists and non-traditional formats

Readings: Hall, Ch. 9, 10

**Week 11: Case Study: International Varieties vs. Indigenous Varieties**

Readings: Hall, Ch. 6; Class Reader: week 9

Research: Assyrtiko, Saperavi, Nerello Mascalese, Carricante

### **Group Presentations**

**Week 12:** Case Study: Single Vineyard Bottlings

Readings: Hall, Ch. 11; Class Reader: week 11

**Week 13: Group Presentations (2) and Final Exam Prep.**