



AIX CENTER OF HUMANITIES AND SOCIAL SCIENCES

WS 302

SPRING 2022

3 CREDITS

PROFESSOR ANTHONY TRIOLO

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## **WINE MARKETING AND ANALYSIS**

Class meets Monday, 15h30-18h25, in the Main Hall.

### **I COURSE DESCRIPTION:**

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.

### **II COURSE OBJECTIVES:**

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.

### **III LEARNING OUTCOMES:**

- 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.

#### **IV INSTRUCTIONAL METHODS AND ACTIVITIES:**

- a) Lectures describing the organoleptic system, odor and taste detection practical exercises
- b) Understanding wine styles through lectures and guided tastings
- c) Guided professional wine evaluation to determine components necessary for market placement and pricing.
- d) Lectures and Case Studies on strategy and marketing

#### **V PRIMARY TEXTBOOKS:**

Oz Clarke, “Grapes and Wines”, Pavillon Books, 2014.

C. Michael Hall and Richard Mitchell, ‘Wine Marketing: a practical guide’, Routledge, 2012.

Tasting Journal

Website Resources

<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)

Various national, regional and association websites

#### **VI EVALUATION AND GRADING:**

**Attendance, Participation, Tasting Journals** **20%**

Students will keep a tasting journal of weekly wine tastings.

**Mid-term** **20%**

**Tasting Sheets & Write Up** **20%**

Students will taste 2 wines outside of class in groups. Students will research each producer, their methods, viticulture and evaluate the overall story of each wine, its pricing, marketing schemes and quality. Please turn in the essay along with the tasting sheet.

## **Group Project**

**20%**

In groups, students will create a new virtual wine product and the marketing strategy associated with it. Details will be given in class. The project will culminate in a 15 presentation in class.

## **Final Exam: Comprehensive**

**20%**

Notes:

Exams are a combination of written and practical. The written portion includes essays, short answer, true/false, multiple choice. 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.

## **VII ATTENDANCE :**

One of the primary requirements this semester is that you attend class. This is not only a lecture class, and its success depends very much on your 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.

About attendance, two unexcused absences are tolerated. Any other unexcused absence will affect the final grade. Are considered as excused absences: absences linked to IAU excursions; sickness (a medical certificate is required); emergencies.

## **VIII CALENDAR:**

**Jan. 31<sup>st</sup>:**

### **Course Overview:**

Organoleptic and Sensory analysis,  
Professional Tasting Techniques

**Feb. 7<sup>th</sup>:**

### **Marketing, Branding and Place**

Protected Designation of Origin, The Appellation System and Beyond  
Viticulture Practices(conventional, organic, biodynamic), Terroir and the Stories that sell  
Placement legalities, price, marketing strategies

**Readings:** Hall, Ch. 1; Clarke

**Feb. 14<sup>th</sup>:**

### **White Wines**

Overview of white winemaking: Analysis of Styles, Varieties  
Decisions that affect the finished product  
Discussion on how market changes are affecting these decisions.

**Readings:** Hall, Ch. 2; Clarke

**Feb. 21<sup>st</sup>:**

### **Red Wines**

Overview of red winemaking: Analysis of Styles, Varieties

Techniques that affect the finished product  
Discussion on how market changes are affecting these decisions.  
**Readings:** Hall, Ch. 3; Clarke

**Feb. 28<sup>th</sup>:**           **Sparkling Wines**  
Overview of winemaking techniques: Analysis of Styles, Varieties  
Decisions that affect the finished product  
Discussion on how market changes are affecting these decisions  
**Readings:** Hall, Ch. 4; Clarke

**March 7<sup>th</sup>:**           **Rose and Dessert Wines**  
Overview of winemaking techniques: Analysis of Styles, Varieties  
Decisions that affect the finished product  
Discussion on how market changes are affecting these decisions  
**Readings:** Hall, Ch. 5; Clarke

**March 14<sup>th</sup>:**       **Organic, Biodynamic, and Natural Wines**  
Overview of winemaking techniques: Analysis of Styles, Varieties  
Decisions that affect the finished product  
Discussion on how market changes are affecting these decisions  
**Readings:** Hall, Ch. 6; Clarke,  
**Mid-Term is Due**

**March 21<sup>st</sup>:**       No Class, watch Documentary, home tasting (Mondovino)  
**Readings:** Hall, Ch. 7

**March 28<sup>th</sup>:**       **Case Study: France: Corporate vs Family Producers**  
Field Study  
**Readings:** Hall, Ch. 8; Clarke

**April 4<sup>th</sup>:**           **Case Study: International Varieties**  
Grape variety as a brand  
Import/Export  
The where, why and how of what sells  
**Readings:** Hall, Ch. 6; Clarke

**April 11<sup>th</sup>:**       Spring Break

**April 18<sup>th</sup>:**       No Class, Tasting on own  
**Readings:** Hall, Ch. 9

**April 25<sup>th</sup>:**       **Case Study: Single Vineyard Bottlings: Burgundy and the California**  
Market Strategies and global imitation  
**Readings:** Hall, Ch. 10  
**Tasting Sheet Write is Due**

**May 2nd:**

**Case Study: Italy: Barolo: Traditionalists vs Modernists**

A case study of marketing/branding strategies  
Relationship Management, Competitive Analysis

**Readings:** Hall, Ch. 11

**May 9th:**

**Wine Critics and Current trends**

Ratings, Judges, Reviews

Blind Tasting Techniques

Social Media

Substitute beverages

**Review**