



University of  
New Haven

## *Viticulture & Wine Marketing*

### SECTION I: Course Overview

**Course Code:** MKT381FLR

**Subject Area(s):** Marketing

**Prerequisites:** See Below

**Language of Instruction:** English

**Additional Fees:** See Below

**Total Contact Hours:** 45

**Recommended Credits:** 3

### **COURSE DESCRIPTION**

This course is an introduction to wine marketing strategies and an exploration of the dynamic nature of the wine sector, with particular attention given to the production and complexity of wine. Students will develop an awareness of the international business of wine and be able to identify some of the factors that affect the sector's macro-environment, as well as the aspects that influence competition.

Through experiential learning activities like wine tastings and visits to vineyards, wine retailers, or distribution facilities, students will develop a critical sense for wine characteristics and identify the essential elements of the marketing mix. Particularly focusing on the marketing dimension of the production process, the course will consider the complex supply and value chain for wine, exposing students to the process's most important stages.

The course will present the practice of viticulture, wine production, and distribution as well as consumer demand research, communication, and sales. Lessons will include discussion of the fundamental role of territory, tradition, culture, history, tourism, viticulture, and winemaking methods to define strategies for wineries in today's global scenario. Lastly, the course will evaluate the role of communication and analyze the various factors that influence a wine's success.

### **LEARNING OBJECTIVES**

Upon successful completion of this course, you will be able to:

- Examine the specificities of the wine sector with a focus on the production and complexity of wine.
- Categorize wine characteristics that influence consumer decisions in wine bars and restaurants.

- Evaluate the cultural and historical importance of wine particularly in reference to the role of territory in a contemporary global context.
- Identify wine marketing strategies and the most important aspects of branding and consumer trends.
- Prepare different strategies to communicate and market wines successfully.

## PREREQUISITES

Prior to enrollment, this course requires you to have completed an Introduction to Marketing course.

## ADDITIONAL COURSE FEES

This course requires payment of an additional fee to cover active learning components that are above and beyond typical course costs, such as site visits, entrance fees and other expenses. Please see the Course Overview online for further information.

## SECTION II: Instructor & Course Details

### INSTRUCTOR DETAILS

<b>Name:</b>	TBD
<b>Contact Information:</b>	TBD
<b>Term:</b>	SEMESTER

### ATTENDANCE POLICY

This class will meet once weekly for 150 minutes each session. All students are expected to arrive on time and prepared for the day's class session.

CEA enforces a mandatory attendance policy. You are therefore expected to attend all regularly scheduled class sessions, including any field trips, site visits, guest lectures, etc. that are assigned by the instructor. The table below shows the number of class sessions you may miss before receiving a grade penalty.

ALLOWED ABSENCES - SEMESTER		
Courses Meeting X day(s) Per Week	Allowed Absence(s)	Automatic Failing Grade at X <sup>th</sup> absence
Courses meeting 1 day per week	1 Absence	4 <sup>th</sup> Absence

For every additional absence beyond the allowed number, your final course grade will drop down to the subsequent letter grade (ex: A+ to A). As a student, you should understand that the grade penalties will apply if you are marked absent due to tardiness or leaving class early. In the table below, you will find the grade penalty associated with each excessive absence up to and including automatic course failure.

ATTENDANCE DOCKING PENALTIES				
Absence	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Penalty	No Penalty	0.5 Grade Docked	1 Grade Docked	Automatic Failure
HIGHEST POSSIBLE GRADE AFTER ATTENDANCE PENALTIES				
Grade	A+	A	A-	F

CEA does not distinguish between excused and unexcused absences. As such, no documentation is required for missing class. Similarly, excessive absences, and the grade penalty associated with each, will not be excused even if you are able to provide documentation that shows the absence was beyond your control. You should therefore only miss class when truly needed as illness or other unavoidable factors may force you to miss a class session later on in the term.

## GRADING & ASSESSMENT

The instructor will assess your progress towards the above-listed learning objectives by using the forms of assessment below. Each of these assessments is weighted and will count towards your final grade. The following section (Assessment Overview) will provide further details for each.

<b>Class Participation</b>	<b>10%</b>
<b>Group Research Oral Presentations</b>	<b>15%</b>
<b>Group Research Papers</b>	<b>15%</b>
<b>Magazine Review</b>	<b>5%</b>
<b>Discussion Leader</b>	<b>5%</b>
<b>Wine Research Assignments</b>	<b>10%</b>
<b>Midterm Exam</b>	<b>20%</b>
<b>Final Exam</b>	<b>20%</b>

The instructor will calculate your course grades using the CEA Grading Scale shown below. As a CEA student, you should understand that credit transfer decisions—including earned grades for courses taken abroad—are ultimately made by your home institution.

CEA GRADING SCALE			
Letter Grade	Numerical Grade	Percentage Range	Quality Points
A+	9.70 – 10.0	97.0 – 100%	4.00
A	9.40 – 9.69	94.0 – 96.9%	4.00
A-	9.00 – 9.39	90.0 – 93.9%	3.70
B+	8.70 – 8.99	87.0 – 89.9%	3.30
B	8.40 – 8.69	84.0 – 86.9%	3.00
B-	8.00 – 8.39	80.0 – 83.9%	2.70
C+	7.70 – 7.99	77.0 – 79.9%	2.30
C	7.40 – 7.69	74.0 – 76.9%	2.00
C-	7.00 – 7.39	70.0 – 73.9%	1.70

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D	6.00 – 6.99	60.0 – 69.9%	1.00
F	0.00 – 5.99	0.00 – 59.9%	0.00
W	Withdrawal	N/A	0.00
INC	Incomplete	N/A	0.00

## ASSESSMENT OVERVIEW

This section provides a brief description of each form of assessment listed above. Your course instructor will provide further details and instructions during class time.

**Class Participation (10%):** Student participation is mandatory for all courses taken at a CEA Study Center. The instructor will use the rubric below when determining your participation grade. All students should understand that attendance and punctuality are expected and will not count positively toward the participation grade.

CLASS PARTICIPATION GRADING RUBRIC	
Student Participation Level	Grade
You make major & original contributions that spark discussion, offering critical comments clearly based on readings, research, & theoretical course topics.	<b>A+</b> (10.0 – 9.70)
You make significant contributions that demonstrate insight as well as knowledge of required readings & independent research.	<b>A/A-</b> (9.69 – 9.00)
You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings.	<b>B+/B</b> (8.99 – 8.40)
You make voluntary but infrequent comments that generally reiterate the basic points of the required readings.	<b>B-/C+</b> (8.39 – 7.70)
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	<b>C/C-</b> (7.69 – 7.00)
You very rarely make comments and resist engagement with the subject. You are not prepared for class and/or discussion of course readings.	<b>D</b> (6.99 – 6.00)
You make irrelevant and tangential comments disruptive to class discussion. You are consistently unprepared for class and/or discussion of the course readings.	<b>F</b> (5.99 – 0.00)

**Group Research Oral Presentations (15%):** There will be two group presentations during the term. You are asked to form groups of 3-4. The first presentation will be a report of a brand strategy for wine tourism in Italy. Your second presentation will suggest a marketing strategy for a wine estate in Tuscany. You need to prepare presentation slides to formally present the marketing strategy. The presentations will be graded on the quality of the research material (30%), on the level of the content (35%), and on presentation skills ((35%), students should not read notes). Each group will present their research to the class by leading the discussion for that class session. In order to lead effective class discussion, student groups should come prepared with questions to stimulate conversation as well as resources and aids that can be used during the discussion.

**Group Research Papers (15%):** Each group will write two papers (4-6 pages each) on the topic of the abovementioned presentations. You should start their research on their chosen topics early during the term.

**Magazine Review (5%):** Each student will be asked to write a review on a selected wine estate in Italy or a wine bar/restaurant for an international magazine. The article should be 400 words in length. An outline and the final version of the article will be assessed.

**Discussion Leader (5%):** At the beginning of each class, there will be a discussion about the reading for that day. In turns, all students will be leading the discussion with opening comments and a number of relevant questions for their classmates.

**Wine Research Assignments (10%):** Each week you will have a specific wine-related assignment that requires an individual or group task to complete. Guest speakers will also give assignments. Topics and details will be given during the course. Your findings need to be written and presented in class.

**Midterm & Final Exam (20% each):** The midterm and final exams consist of short answer questions, multiple choice and a short essay based on topics discussed in class and the required course readings.

## **EXPERIENTIAL LEARNING ACTIVITIES (AICAP)**

CEA courses are designed to include a variety of experiential learning activities that will take you out of the classroom and allow you to explore your local, host city. These activities may include field studies, guest lectures and/or activities offered through our Academically Integrated Cultural Activities Program (AICAP). Please check the Forms of Assessment section to find out if AICAP activities are related to any specific form of assessment. The following experiential learning activities are recommended for this course:

- Guest Lectures
- Field studies: Wine Estates, Distribution and Retailers, visits to Wine Bars, Restaurants and/or Shops
- Wine tastings

## **REQUIRED READINGS**

Reading assignments for this course will come from the required text(s) and/or the selected reading(s) listed below. All required readings—whether assigned from the text or assigned as a selected reading—must be completed according to the due date assigned by the course instructor.

- I. REQUIRED TEXT(S):** You may purchase the required text(s) prior to departure or upon program arrival. The required text(s) are listed below:

Wagner, P., Thach, L., Olsen, J., *Wine Marketing & Sales. Success Strategies for a Saturated Market* (3<sup>rd</sup> Edition). San Francisco: Wine Appreciation Guild, Board and Bench Publishing, 2019, 416pp.

- II. SELECTED READING(S):** The selected readings for this course are listed below. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format).

Anderson, K. *The World's Wine Markets. Globalization at Work*. Northampton: Edward Elgar, 2004, 352pp.

Hall, C. M., and R. Mitchell. *Wine Marketing. A practical guide*. Oxford: Elsevier, 2008, 344pp.

Kolpan, S., et.al. *Exploring Wine*. New Jersey: Wiley, 2010, 792pp.

Lapsley, J., and K. Moulton. *Successful Wine Marketing*. New York: Springer Science, 2001, 297pp.

Sznolnoki, G., et al. *Successful Social Media and E-commerce Strategies in the Wine Industry*. New York: Palgrave Macmillan, 2006, 167pp.

Thornton, J. *American Wine Economics: An Exploration of the U.S. Wine Industry*. Oakland: University of California Press, 2013, 363pp.

Yeung, P., and L. Thach. *Luxury Wine Marketing. The art and science of luxury wine branding*. Oxford: Infinite Ideas Limited, 2019, 300pp.

## RECOMMENDED READINGS

The recommended reading(s) and/or text(s) for this course are below. These recommended readings are not mandatory, but they will assist you with research and understanding course content.

Campbell, G., and N. Guibert. *Wine, Society, and Globalization. Multidisciplinary Perspectives on the Wine Industry*. New York: Palgrave Macmillan, 2007, 265pp.

Carlsen, J., and S. Charters. *Global wine tourism. Research, Management and Marketing*. London: Cabi, 2006, 278pp.

Croce, E., and G. Perri. *Food and Wine Tourism*. London: Cabi, 2017, 264pp.

Grainger, K., and H. Tattersal. *Wine production: Vine to Bottle*. New Jersey: Blackwell Publishing (Wiley), 2008, 127pp.

Hall, C. M., et al. *Wine Tourism around the world. Development, management and markets*. London: Butterworth-Heinemann (Elsevier), 2002, 347pp.

Johnson, H., and J. Robinson. *The World Atlas of Wine* (8<sup>th</sup> Edition). London: Octopus Publishing, 2019 (1 October 2019), 416pp.

Patterson, T., and J. Buechsenstein. *Wine and Place: A Terroir Reader*. Oakland: University of California Press, 2018, 344pp.

Resnick, E. *Wine Brands: Success Strategies for New Markets, New Consumers and New Trends*. New York: Palgrave Macmillan, 2008, 183pp.

Sigala M., and R. Robinson. *Management and Marketing of Wine Tourism Business. Theory, Practice, Cases*. Palgrave Macmillan, 2019, 388pp.

## ADDITIONAL RESOURCES

In order to ensure your success abroad, CEA has provided the academic resources listed below. In addition to these resources, each CEA Study Center provides students with a physical library and study areas for group work. The Academic Affairs Office at each CEA Study Center also compiles a bank of detailed information regarding libraries, documentation centers, research institutes, and archival materials located in the host city.

- **UNH Online Library:** As a CEA student, you will be given access to the online library of CEA's School of Record, the University of New Haven (UNH). You can use this online library to access databases and additional resources while performing research abroad. You may access the UNH online library [here](#) or through your MyCEA Account. You must comply with UNH Policies regarding library usage.
- **CEAClassroom – Moodle:** CEA instructors use Moodle, an interactive virtual learning environment. This web-based platform provides you with constant and direct access to the course syllabus, daily schedule of class lectures and assignments, non-textbook required readings, and additional resources. Moodle includes the normal array of forums, up-loadable and downloadable databases, wikis, and related academic support designed for helping you achieve the learning objectives listed in this syllabus.

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During the first week of class, CEA academic staff and/or faculty will help you navigate through the many functions and resources Moodle provides. While you may print a hard copy version of the syllabus, you should always check Moodle for the most up-to-date information regarding this course. The instructor will use Moodle to make announcements and updates to the course and/or syllabus. It is your responsibility to ensure that you have access to all Moodle materials and that you monitor Moodle on a daily basis in case there are any changes made to course assignments or scheduling.

To access Moodle: Please log-in to your MyCEA account using your normal username and password. Click on the “While You’re Abroad Tab” and make sure you are under the “Academics” sub-menu. There you will see a link above your schedule that says “View Online Courses” select this link to be taken to your Moodle environment.

- **Online Reference & Research Tools:** The course instructor has identified the resources below to assist you with understanding course topics. You are encouraged to explore these and other avenues of research including the databases available via the UNH online library.

<https://www.economist.com/topics/wine>

<https://www.wine-economics.org/>

<https://www.ft.com/wine>

<http://www.oiv.int/en/>

<http://www.oiv.int/en/oiv-life/oiv-2019-report-on-the-world-vitivinicultural-situation>

<https://www.winespectator.com/>

<https://www.robertparker.com/>

<https://www.jamessuckling.com/>

<https://www.decanter.com/en>

<https://www.winebusiness.com/>

<https://www.liv-ex.com/news-insights/indices/liv-ex-fine-wine-1000-indices/>

<https://www.vinitaly.com/en/news/>

<http://www.operawine.it/>

<https://www.wineenthusiast.com/>

<http://www.movimentoturismovino.it/en/home/>

<https://www.made-in-italy.com/italian-wine/>

<https://www.wineinstitute.org/>

<http://wineserver.ucdavis.edu/index.php>

<https://www.christies.com/departments/Wine-and-Spirits-61-1.aspx>

<https://www.sothebys.com/en/departments/wine-auction-retail>

**COURSE CALENDAR**  
*Viticulture and Wine Marketing*

SESSION	TOPICS	ACTIVITY	READINGS & ASSIGNMENTS
1	<p><b>Introduction to the Course:</b> Overview of syllabus with a focus on course objective</p> <p><b>The Complexity of Wine Product &amp; Wine Sector:</b> Introduction to wine, marketing, &amp; marketing mix for wine</p>	Course Syllabus & Class Presentation	<p>Preview of Readings</p> <p><b>Readings:</b> -Wagner &amp; Thach, Ch. 1, pp. 4-23 - Hall &amp; Mitchell, Ch. 1, pp. 1-34</p> <p><b>Research:</b> -Wine brands of Italy</p>
2	<p><b>Globalization &amp; Trends that Influence Wine Marketing Strategies:</b> Future scenario for wine</p> <p><b>The Economic &amp; Marketing Approach to the Study of Wine:</b> Supply &amp; value chain for wine</p>	Lecture & Discussion Guest Speaker	<p><b>Readings:</b> -Wagner &amp; Thach, Ch. 2, pp. 24-43 -Hall &amp; Mitchell, Ch. 2, pp. 35-82; Ch. 3, pp. 83-111 -Thornton, Ch.1, pp. 11-33; Ch. 13, pp. 276-298</p> <p><b>Research:</b> -Trends of the wine sector -Prepare questions for Guest Speaker</p>
3	<p><b>Introduction to Viticulture:</b> Wine physiology, life cycle &amp; annual cycle of the vine, the ripening process of the grape, &amp; composition of the grapes</p> <p><b>Most Important Human Activities in the Vineyard:</b> Factors affecting the decision of the harvest date</p>	Lecture & Discussion	<p><b>Readings:</b> -Thornton, Ch. 2, pp. 34-40; Ch. 4, pp. 53-71. -Lapsley &amp; Moulton, Ch. 6, pp. 57-68</p> <p><b>*Submit Magazine Review Outline</b></p>
4	<p><b>Introduction to Wine Production:</b> Different types of vinification: red wines, white wines, &amp; other wines</p>	Lecture & Discussion Guest Speaker Wine Tasting	<p><b>Readings:</b> -Thornton, Ch. 6, pp. 83-104 -Kolpan, et al., Ch. 1, pp. 3-50; Ch. 2, pp. 51-66</p> <p><b>*Submit Final Magazine Review</b></p>
5	<p><b>Site Visit to a Wine Estate in Tuscany:</b> Importance of the experiential approach to the study of wine &amp; the role of wine tourism</p>	Site Visit	<p><b>Readings:</b> -Wagner &amp; Thach, Ch. 15, pp. 358-379 -Hall &amp; Mitchell, Ch. 4, pp. 112-142</p> <p><b>Research:</b> -Wine areas and wine grapes of Italy</p> <p><b>*Submit Group Research Paper #1</b> <b>*Report on wine tasting</b></p>

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6	<b>Student Presentations</b>	Student Presentations & Discussion	<b>*Report on the visit to the wine estate</b> <b>Prepare Group Research Oral Presentation #1</b>
7	<p><b>Marketing Strategy in the Wine Sector:</b> National &amp; international strategies for wineries Introduction to diversification</p> <p><b>Consumer Behaviors &amp; Needs for Wine:</b> Impact of lifestyle's change in wine consumption</p>	Lecture & Discussion	<p><b>Readings:</b> -Wagner &amp; Thach, Ch. 16, pp. 380-399 -Hall &amp; Mitchell, Ch. 5, pp. 143-159; -Lapsley &amp; Moulton, Ch. 1, pp. 1-9; Ch. 2, pp. 10-28; Ch. 8, pp. 77-82 -Thornton, Ch.11, pp. 208-239; Ch. 12, pp. 240-275</p> <p><b>Research:</b> -Wine marketing strategies &amp; new consumer trends</p>
8	<b>REVIEW &amp; MIDTERM EXAM</b>		
9	<p><b>Designing &amp; Managing the Product:</b> Product differentiation Role of territory, tradition, culture, &amp; history</p> <p><b>Wine Distribution:</b> Role of intermediaries &amp; sales force education Retailers</p>	Lecture & Guest Speaker Site Visit	<p><b>Readings:</b> -Wagner &amp; Thach, Ch. 3, pp. 44-61, Ch. 10, pp. 212-237, Ch. 11, pp. 238- 263 -Lapsley &amp; Moulton, Ch. 11, pp. 99-106; Ch. 12, pp. 107-114; Ch. 19, pp. 183-190, Ch. 20, pp. 191-206 -Thornton, Ch. 1, pp. 11-33</p> <p><b>Research:</b> -The role of territory in designing the product wine in Tuscany -Wine selection of Coop, Conad, Esselunga</p>
10	<p><b>Site Visit to Wine Bars, Restaurant, and/or Shops:</b> Analysis of wine selection</p> <p><b>Wine Communication:</b> Cases of communication &amp; promotion policies in the wine industry Role of wine public relations</p>	Site Visit Lecture & Discussion	<p><b>Readings:</b> - Wagner &amp; Thach, Ch. 4, pp. 62-95, Ch. 7, pp. 140-165 -Hall &amp; Mitchell, Ch. 7, pp. 160-206; Ch. 9, pp. 225-258 -Lapsley &amp; Moulton, Ch. 27, pp. 271-278; Ch. 28, pp. 279-290</p> <p><b>Research:</b> -High-quality wines in wine bars, restaurants, &amp; shops -Communication strategies for Italian wines</p>

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11	<p><b>Luxury Wines:</b> Definition &amp; marketing strategies for luxury, excellent, &amp; finest wines High-quality of wine &amp; price definition</p>	Lecture & Discussion Wine Tasting	<p><b>Readings:</b> Yeung &amp; Thach (details will be given in class)</p> <p><b>Research:</b> -A selection of high-quality Italian wines</p>
12	<p><b>Wine Collection:</b> Wine as investment goods &amp; wine auction</p>	Lecture & Guest Speaker	<p><b>Research:</b> -Wine collection in the U.S.A.</p>
13	<p><b>Importance of Wine Critics:</b> Examples of wine critics, reviews, &amp; awards</p> <p><b>Internet &amp; Wine:</b> New trends of social media &amp; e-commerce strategies</p>	Lecture & Discussion	<p><b>Readings:</b> -Wagner &amp; Thach, Ch. 13, pp. 296-323 -Yeung &amp; Thach (details will be given in class) -Szolnoki, et al., Ch. 1, pp. 1-12; Ch. 2, pp. 13-29; Ch. 3, pp. 30-54</p> <p><b>*Submit Group Research Paper #2</b></p>
14	<p><b>Student Presentations</b></p>	Student Presentations & Discussion	<p><b>Prepare Group Research Oral Presentation #2</b></p>
15	<p><b>REVIEW &amp; FINAL EXAM</b></p>		

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## SECTION III: CEA Academic Policies

The policies listed in this section outline general expectations for CEA students. You should carefully review these policies to ensure success in your courses and during your time abroad. Furthermore, as a participant in the CEA program, you are expected to review and understand all CEA Student Policies, including the academic policies outlined on our website. CEA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. For the most up to date policies, please review the policies on our website.

Class & Instructor Policies can be found [here](#)

General Academic Policies can be found [here](#)