

Agribusiness: Wine Business

Award Type: Certificate of Achievement

Designed for students preparing for or advancing in careers involving selling wine to wholesalers, retailers, brokers, restaurants, and the public. Those seeking to enter or upgrade careers in the wine industry in marketing, public relations, and promotion will find this program suited to their needs.

The graduate of the Certificate of Achievement in Agribusiness: Wine Business will:

- Identify and suggest business strategies in the wine and grape industry considering financial management principles of vineyard and winery operations and strategic planning.
- Analyze promotion, selling, marketing and distribution possibilities.
- Evaluate benchmarking and brand name recognition alternatives.
- Analyze consumer and market conditions.
- Consider accounting, logistics, compliance, legal, labor and tax issues in the wine industry.

Program Requirements

A major of 25 units is required for the certificate. Required core courses (12 units):

Course Number	Course Title	Units
VEN 101	Introduction to Winemaking/Enology	3.0
VEN 102	Introduction to Viticulture	3.0
VEN 105	Wine Marketing and Sales	3.0
VEN 114	Wine Business	3.0

Plus a minimum of 13 units selected from the following:

Course Number	Course Title	Units
VEN 103	Sensory Evaluation of Wine	3.0
VEN 104	Advanced Sensory Evaluation of Wine	3.0
VEN 106	Winery and Vineyard Financial Management	3.0
AG 149	Cooperative Work Experience: Occupation	1.0 - 8.0 units
VEN 301	Pairing Wine and Food	0.5
VEN 302	Progressive Wine and Food Pairing	0.5
VEN 303	European Wine and Food	0.5
VEN 320	Wine Tasting Room Sales	1.5
BUS 101	Introduction to Business	3.0
BUS 103	Advertising	3.0
BUS 104	Business Organization and Management	3.0
BUS 110	Business Law	3.0
BUS 160	Business Communications	3.0