

VITICULTURE AND ENOLOGY

PATHWAY CERTIFICATE: WINE MARKETING ASSISTANT – 20 CREDITS

CAREER DESCRIPTION

The Wine Marketing Assistant Pathway Certificate includes parts of both the full Viticulture and Enology two-year degree and one-year certificate. It prepares students for entry-level positions in wine sales and distribution. Students can continue with either the Viticulture/Enology program or augment business skills. Students completing the marketing pathway certificate will be able to demonstrate understanding of the role and function of marketing in the wine industry, familiarity with the basic chemistry of winemaking, the ability to conduct sensory evaluations of wine, and knowledge of worldwide wine varieties, regions, and markets. Job opportunities range from an average of \$31,200 for entry-level tasting room positions to \$66,660 for sales representatives according to 2015 industry surveys. Students must be over 18 years of age to participate in wine tasting.

PROGRAM OUTCOMES

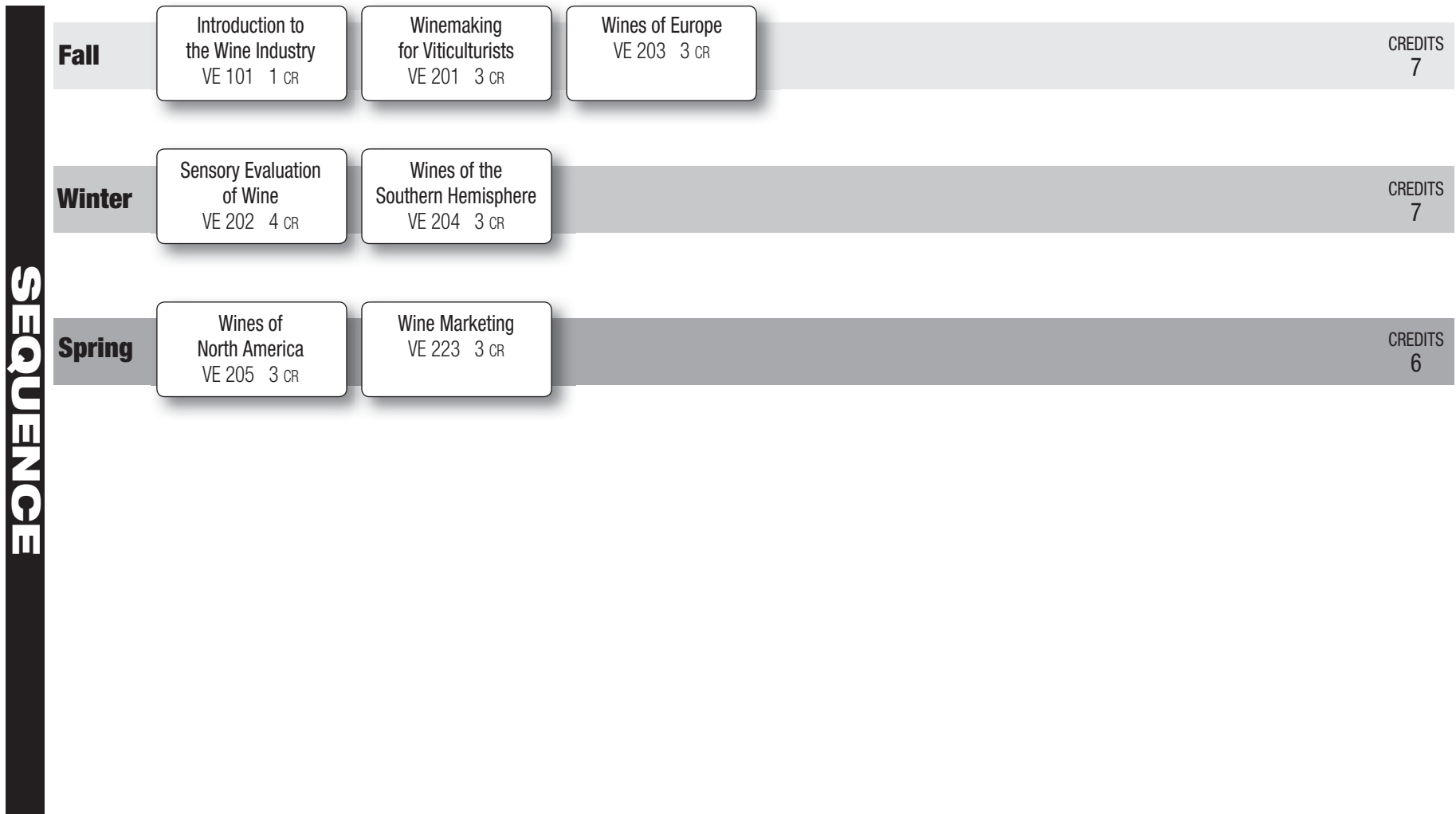
Upon completion, students can continue with either the Viticulture/Enology program or augment business skills.

Students who successfully complete the Wine Marketing Assistant Certificate will:

1. Demonstrate knowledge of the role and function of marketing in the wine industry
2. Explain the basic chemistry of wine-making
3. Conduct sensory evaluations of wine
4. Demonstrate knowledge of worldwide varieties, regions, and markets

PATHWAY CERTIFICATE — Wine Marketing Assistant

20 Credits — Recommended Sequence for Students (Students should see an advisor to customize their educational plan.)



NOTES

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

Please see an advisor for a degree planning worksheet for this program.