

MRKG 1191(C01HY)

WINE MARKETING Spring 2020

Grayson College

Semester: Spring, 2021

Winery Marketing

Instructor: Andrew Snyder

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Course Description: This course will explore the marketing aspects of the wine industry. Focus is on the need for differentiation from competitors in agri-tourism.

Class meeting dates: March 28/29, 2020, 9-5 PM.

Course Rationale: The purpose of this course is to present a “survey of the principles and practices” of successful wine marketing, as they are currently being applied. The content is structured to make the student think about those factors they will encounter during their careers that will influence their thinking, actions, and decisions in relationship to consumer behavior.

Course Objectives:

Through quizzes and written assignments, the student will:

- Gain an introductory overview of vineyard and winery marketing.
- Gain an introductory overview of researching the wine consumer.
- Gain an understanding of market audits.
- Gain knowledge of tracking retail sales.
- Gain an introductory overview of the context for marketing strategies in the S.
- Gain an understanding of the production/marketing interface.
- Gain an understanding of wine marketing and the legal environment.

- Gain an understanding of the role of a National Importer.
- Gain an understanding of Internet wine marketing.
- Gain an understanding of product differentiation.
- Gain an understanding of the process of building a premium wine brand.
- Gain an understanding of pricing and promotion.
- Gain an understanding of creating “pull-through”.
- Gain an understanding of forming the advertising message.
- Gain an understanding of the use of label and bottle design in marketing.
- Gain an understanding of basic brand positioning.
- Gain an understanding of positioning multiple wine brands.
- Gain an understanding of integrating the marketing elements.
- Gain an understanding of the elements of a wine distribution agreement.
- Gain an understanding of distribution strategies and legal barriers.
- Gain an understanding of selling wine in and to large specialty stores.

Text (optional)

Successful wine marketing, Lapsley, J., & Moulton, K., Gaithersburg, Md.: Aspen, (2001).

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PROPOSED SCHEDULE

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Chapter	Topic
1	Consumer behavior
	<ul style="list-style-type: none"> • Researching the wine consumer • Marketing audits
4	Tracking retail sales
	<ul style="list-style-type: none"> • The S. wine market

- The production/marketing interface

- 7 Legal environment
 - National importers
 - Wine on the Internet

- 10 New funnels
 - Product differentiation
 - Building a premium wine brand

- 13 Pricing and programming
 - Creating pull through
 - Advertising

- 16 Category management
 - Label and bottle design
 - Using the bulk wine market

- 19 Brand positioning
 - Positioning multiple wine brands
 - Integrating the market elements

- 22 Positioning case study
 - Wine distribution agreement
 - Making distribution work

- 25 A changing distribution system
 - Distribution legal barriers

- Selling wine in supermarkets

28

Selling wine in large specialty stores

- The new brand in a competitive market

The instructor reserves the right to adjust the schedule as necessary.

Grades: Two in class quizzes will each be worth 50% of your final grade.

Additional Information

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic Dishonesty, any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the college's policy on plagiarism (see GCC Student Handbook for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administrative procedures must be followed. It is the student's responsibility to handle student initiated withdrawal requirements from any class. You must complete the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled (see GCC College Catalog for details).

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room SC 115 in the Student Success Center.

The contact information for the Office of Disability Services is:

If you anticipate issues related to the format or requirements of this course, please meet with the Coordinator of Disability Services. The Coordinator is available to discuss ways to ensure your full participation in the course. If you determine that formal, disability-related accommodations are necessary, it is very important that you be registered with Disability Services to notify them of your eligibility for reasonable accommodations. Disability Services can then plan how best to coordinate your accommodations.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Financial Aid

Effective July 1, 2000 students receiving Title IV funds (Pell, Federal Grants, and Student Loans), who subsequently withdraw from classes, will be required to return a portion of the federal financial aid received. Only the percentage of aid earned

(determined by the percentage of time attended) will be eligible for retention on the student's behalf. Any aid that is not earned must be returned to its source. If there is a student account balance resulting from these adjustments, the student is responsible for payment. Further details can be obtained from the Office of Financial Aid.

Drop Rule

Under section 51.907 of the Texas Education Code, "an institution of higher education may not permit a student to drop more than six courses, including any course a transfer student has dropped at another institution of higher education." This statute was enacted by the State of Texas in spring 2007 and applies to students who enroll in a public institution of higher education as first-time freshmen in fall 2007 or later. Any course that a student drops is counted toward the six-course limit if (1) the student drops a course after census date or (2) the student is not dropping the course in order to withdraw from the institution. Some exemptions for good cause could allow a student to drop a course without having it counted toward this limit, but it is the responsibility of the student to establish that good cause before the drop. Students with questions should contact the Counseling Office or the Office of Admissions & Records for more information before dropping a course!