

BUSINESS WINE LEADERSHIP (BNWL)

BNWL 540 STRATEGIC WINE PRODUCTION FROM GRAPES TO GLASS (3 credits)

Develop and execute a profitable and sustainable strategic plan for producing wines. Prepare product plans, including compliance and fully allocated cost of goods. Topics include grape procurement, including owner or estate grown, contracted, and spot market for wine grapes; facilities requirements and personnel; job functions and areas of responsibility; timing, costs and procurement of production materials and supplies; legal compliance and financial key-points; and volume forecasting for winery operations.

Prerequisites: Admission to Wine Business Leadership Track

BNWL 541 WINE SALES: WHOLESALE, DIRECT TO CONSUMER, AND GLOBAL DISTRIBUTION (3 credits)

Advance study of the domestic and international wine sales process, including wholesale distribution within the U.S., direct to consumer sales across the U.S., and global sales challenges between and within countries around the world. Understand the challenges of distribution management, retail and restaurant chain calls, and independent accounts, compliance, pricing, margin, and mark up within all the channels. Write sales plans, forecasts, and budgeting required to deliver on a sales plan, and learn how the different channels effect financial results.

Prerequisites: Admission to Wine Business Leadership Track

BNWL 542 WINE MARKETING: PUBLIC RELATIONS AND HOSPITALITY (3 credits)

Marketing, public relations, and hospitality in the wine business. Exploration of marketing strategy, consumer marketing, trade marketing, digital marketing, wine club development, and tasting room management. Public relations focus on press releases, and how wine writers and scores influence the consumer perceptions of wine. Develop comprehensive wine marketing plan.

Prerequisites: Admission to Wine Business Leadership Track

BNWL 543 BUSINESS AND FINANCIAL ANALYSIS FOR WINE INDUSTRY LEADERS (3 credits)

Forecasting, budgeting, financial modeling, and capital planning in the wine industry. Utilize data tools and software to inform financial decision-making. Focus on problem solving methods that reveal outliers and foster innovative outcomes and entrepreneurial behavior in a wine business setting.

Prerequisites: Admission to Wine Business Leadership Track