

WINE STUDIES

Director of the Center for Wine Education

Maria Ponzi, B.A.

Coordinator

Toni Ketrenos, B.A./dipWSET

FACULTY

Virlena Crosley, D.B.A. • Business

Rachel Evans, M.S. Oenology

Bill Fleege, Ph.D. • Environmental Studies

Alex Fredrickson, Ph.D. Wine Studies

Rob Gardner, Ph.D. • Sociology

Brian Gilbert, Ph.D. • Chemistry

Megan Hall, Ph.D. Wine Studies

Toni Ketrenos, B.A./dipWSET

Joe Orlando, M.B.A. Finance

Jessica Pierce, M.S. Food Culture and Communications

Thomas Reinert, Ph.D. • Chemistry

Gayatree Sarma, M.B.A. • Business

Jeremy Weisz, Ph.D. • Biology

Instructional

Toni Ketrenos, B.A./dipWSET

Mission

A unique, comprehensive, and interdisciplinary approach to wine studies providing learners a foundation to launch or advance their careers.

The curriculum provides opportunities to obtain knowledge about the history, culture, production, business, viticulture, and winemaking. Courses in this major offer an understanding and critical analysis of the cultural, social, and economic significance of wine in Oregon and around the world. Students who complete a major in Wine Studies will be better prepared for a graduate program in wine and well positioned for many different careers in the wine industry.

Internships

The Wine Studies program requires students to take an internship in a field of interest within the wine industry as part of the major. Internships are set up within the wine industry in Oregon and coordinated between faculty and the student.

Awards

Evenstad Center for Wine Education Outstanding Senior Award

Evenstad Center for Wine Education Leadership Award

Evenstad Center for Wine Education Service Award

Wine Studies is an interdisciplinary program designed to allow students the opportunity to obtain knowledge about the history, culture, production, business, science, and appreciation of wine. Courses in this major encourage understanding and critical analysis of the cultural, social, and economic significance of wine in Oregon and around the world. Students who complete a major in Wine Studies will be better

prepared for graduate studies in viticulture, winemaking, and/or wine business. They will also be well positioned to pursue careers in the wine industry or the hospitality industry.

On-Campus Programs

- Wine Studies Major (<http://catalog.linfield.edu/programs-az/business/wine-studies/wine-studies-major/>)
- Wine Studies Minor (<http://catalog.linfield.edu/programs-az/business/wine-studies/wine-studies-minor/>)

Online Programs

- Wine Management Certificate (OCE Only) (<http://catalog.linfield.edu/programs-az/online-continuing-education/certificate-programs/wine-management-certificate/>)
- Wine Marketing Certificate (OCE Only) (<http://catalog.linfield.edu/programs-az/online-continuing-education/certificate-programs/wine-marketing-certificate/>)

Study Abroad Programs

Wine Studies 3-2 Program in France (<http://catalog.linfield.edu/international-programs/wine-program-france/>)

Courses

WINE 101 THE GEOGRAPHY OF WINE (4 credits)

This complex commodity will be examined through its economic, social, political and ideological impacts in different parts of the world throughout history, and up to the present. Particular emphasis will be focused on place as an agent in defining and developing regional traditions in the production and consumption of wine. Introduction to geographic origins, diffusions, distributions, and patterns of global viticulture and wine production.

Total Course fees: \$20.00

(GLOBAL PLURALISM)

WINE 112 MICROBIOLOGY OF GRAPES AND WINE (3 credits)

Role of microorganisms in the growth of grapes and production of wine. Exploration of both beneficial and harmful microbes, and the mechanisms by which microbes interact with their hosts and each other. For the non-science major; assumes no biology or chemistry. (Listed as BIOL 112 and WINE 112)

Total Course fees: \$20.00

(NATURAL WORLD)

WINE 205 FUNDAMENTALS OF WINE (4 credits)

Introduction to the multi-faceted world of wine, including cultural and business aspects. A liberal arts perspective involving theory and application to the Oregon wine industry within a global context. Focus on developing research skills and examination of scholarly texts, as related to the wine industry. Discussion of wine history, viticulture, winemaking, marketing, sales, and wine appreciation.

WINE 211 INTRODUCTION TO VITICULTURE (4 credits)

This course introduces students to where and how grapes are grown. Emphasis will be given to understanding how site and variety selection influence wine quality stemming from the concept of terroir. Topics will include vine phenology and development, trellising, vine pest and diseases, challenges posed by climate change, and the practice of vineyard management.

Total Course fees: \$20.00

Typically offered: Fall Semester, Annually

WINE 212 INTRODUCTION TO WINEMAKING (4 credits)

This course introduces students to the art and science of winemaking. It investigates the steps and processes needed to make wine, including harvest decisions, fermentation, handling, storage, and bottling methods used in commercial production. Students will get hands-on experience with winemaking tasks in the classroom and at local wineries. It introduces the basic chemistry and microbiology of wineries. This class also discusses the legal framework for wine production and how it changes from region to region.

Total Course fees: \$20.00

Typically offered: Fall Semester, Annually

WINE 213 INTRODUCTION TO WINE BUSINESS (2 credits)

This seminar course is designed to help students develop an appreciation of the realities of wine production as a business and come to understand the steps required for getting from the vineyard and into the consumer's glass. The student will acquire a general background on wine business principles and strategies applicable to the growing of grapes and the making, distribution, and marketing of wine. Additional topics include organizational, human resource, family business and financial management, government regulation, and social responsibility.

WINE 214 INTRODUCTION TO WINE SENSORY EVALUATION (4 credits)

This seminar course is designed to introduce students to wine sensory evaluation, including different wine types and styles; sensory distinctions, sensory testing techniques; identification of wine traits and food and wine combinations. Sensory evaluation of representative wines will be done. Students must be at least 18 years of age.

Total Course fees: \$20.00

Prerequisites: WINE 211 and 212 (completed or in progress).

Typically offered: Spring Semester, Annually

WINE 234 DIVERSE VOICES ACROSS THE WINE INDUSTRY (4 credits)

Emphasis on communication within and across dominant cultures and co-cultures in the wine industry. Discussion of privilege, marginalization, opportunity, and social justice at the intersection of race, gender and class. Acquisition of foundational knowledge and skills to create understanding and effective communication among individuals from diverse backgrounds. (Listed as COMM 234 and WINE 234)

Total Course fees: \$20.00

Typically offered: Fall Semester, Even Years

(U.S. PLURALISM)

WINE 259 WINE ACCOUNTING AND FINANCE (4 credits)

This course explores the basics of wine industry accounting, including financial statements, the flow of product costs through the various stages of wine production, inventory management, allocation methods, and cost of goods sold. Students will also learn the basics of financial management in the wine industry including time value of money, cost of capital, leverage and capital structure, raising capital, short term financing, and working capital management.

Typically offered: Fall Semester, Annually

WINE 290 CAREER EXPLORATION IN THE WINE INDUSTRY (4 credits)

Structured experiential process for learning about careers in the wine industry. Development of goal setting, self-marketing, information gathering, and job and internship search strategies and skills. Site visits, informational interviewing, and guest speakers offering meaningful interaction with employers in the wine industry.

Total Course fees: \$250.00

WINE 298 SPECIAL TOPICS: JAN TERM TRAVEL (4 credits)

Topics vary according to faculty availability and interest. May be repeated for credit with different topics.

Prerequisites: IDST 098 previous fall.

Typically offered: January Term

WINE 300 THE ART AND SCIENCE OF WINEMAKING (4 credits)

Focuses on the scientific principles of wine production. Covers the physiology of grape berry development, wine grape processing, wine microbiology, chemical composition of juice and wines, wine stabilization and clarification, maturation, aging, and bottling.

Total Course fees: \$50.00

Prerequisites: WINE 101, 211 and 212 and completion of an NW.

Typically offered: Spring Semester, Annually

WINE 325 SPECIAL TOPICS IN WINE (4 credits)

Topics vary according to faculty availability and interest. May be repeated for credit with different topics.

Prerequisites: Must have completed WINE 101, 211, 212 and 214.

Typically offered: Annually

(MAJOR WRITING INTENSIVE)

WINE 326 TOPICS IN WINE CULTURE AND HISTORY (4 credits)

Selected topics focused on social, cultural and historical aspects of wine. Topics may include wine as a cultural phenomenon in the past and present, wine and food traditions, wine in art and literature, social sustainability of the wine industry (e.g., cultivating consumers and industry workers), inequality, power and labor rights, wine sales and hospitality, and communicating about wine. May be repeated with consent of coordinator when the topic is essentially different.

Prerequisites: Must have completed and/or have in progress at least three of WINE 211, WINE 212, WINE 213, and WINE 214.

(MAJOR WRITING INTENSIVE)

WINE 330 WINE SALES AND MARKETING (4 credits)

This course examines the pathways to sales open to wineries via distribution, export, e-commerce, and the cellar door. Students will explore how marketing plans target the needs and desires of consumers at retail, restaurant, tasting room, and e-commerce to identify opportunities to increase sales. Wine is also one of few products for which the consumer chose to visit the site of manufacture not only to make a purchase but also for the purpose of leisure or tourism.

Prerequisites: Must have completed WINE 101, 211 and 212.

Typically offered: Spring Semester, Annually

WINE 335 HOSPITALITY AND EVENT MANAGEMENT (4 credits)

This course is designed to introduce students to the rewarding world of hospitality and its multiple opportunities. This course will explore the soft skills and hard skills needed to execute elevated, authentic experiences. It will also illustrate the importance hospitality plays in the wine industry, tourism and beyond. Students will understand how to properly manage events and the impact they can have towards strengthening brand identity and business profitability. Students will also learn contract negotiating and how to create sponsorship agreements.

Prerequisites: Sophomore standing or higher.

Typically offered: Spring Semester, Annually

WINE 398 SPECIAL TOPICS: JAN TERM TRAVEL (4 credits)

Topics vary according to faculty availability and interest. May be repeated for credit with different topics.

Prerequisites: IDST 098 previous fall.

Typically offered: January Term

WINE 439 PEER INSTRUCTION (1-4 credits)

Opportunity for outstanding students to assist faculty in the classroom and laboratory. May not be repeated for credit.

Prerequisites: Application and consent of instructor.

(EXPERIENTIAL LEARNING)

WINE 480 INDEPENDENT STUDY (1-3 credits)

Supplemental work in wine-related studies for advanced students with adequate preparation for independent work. Repeatable once.

Prerequisites: Application and consent of instructor.

(EXPERIENTIAL LEARNING)

WINE 485 SEMINAR (1-3 credits)

Group study and discussion of contemporary issues in wine, food and beverages. May be repeated for up to 6 credits with a different topic.

Prerequisites: Junior or senior standing with 12 credits in Wine Studies completed or in progress; and approval of advisor and program internship coordinator.

WINE 487 INTERNSHIP (1-5 credits)

Opportunity to gain practical experience in a wine-related business.

Repeatable once.

Prerequisites: Junior or senior standing with 12 credits in Wine Studies including WINE 290 completed or in progress; and approval of advisor and program internship coordinator.

(EXPERIENTIAL LEARNING)

WINE 490 RESEARCH/THESIS (4 credits)

Intensive research and writing on a wine-related topic of special interest to the student under the direction of a member of the faculty. Thesis and public oral presentation required. Repeatable once.

Prerequisites: Application and approval of supervising faculty member and program coordinator.

WINE 495 WINE STUDIES SENIOR CAPSTONE (4 credits)

A culmination of the wine studies program. Students use tools, skills and knowledge acquired throughout their studies and apply them to real world challenges that the wine industry faces today. Produce a research paper diving deep into a region and industry obstacle and analyze how the issue is treated and what the proposed solutions are and how they might work. Produce a Brand or Business concept that present a solution to the industry problem produced through your analysis. Present your findings to a panel of industry experts and utilize their feedback to produce a final, publishable work.

Prerequisites: Senior standing.

Typically offered: Spring Semester, Annually

(MAJOR WRITING INTENSIVE)