

# WINE MARKETING CERTIFICATE (OCE ONLY)

The program is offered only through Online and Continuing Education (OCE).

The Wine Marketing certificate provides an overview of the marketing discipline with a specific focus on the wine industry. The program is designed to prepare students for a career in the growing field of wine marketing and promotion. Ideal for small winery owners, individuals considering a career in the wine industry or winery employees preparing for advancement. The curriculum includes a basic foundation course on aspects of wine production and distribution, combined with courses focused on business fundamentals, marketing management, communications, sales management, and a seminar on wine marketing. Not open to Linfield University marketing majors.

## Certificate Requirements

22 credits

Code	Title	Credits
WINE 205	FUNDAMENTALS OF WINE	4
BNSS 250	CONTEMPORARY BUSINESS	4
BNMK 321	MARKETING	4
BNSS 485	SEMINAR	2-5
Select two of the following:		8
JAMS 343	SOCIAL MEDIA CONTENT & STRATEGY	
BNMK 420	SALES AND SALES MANAGEMENT	
BNMK 427	TOPICS IN MARKETING	
<b>Total Credits</b>		<b>22-25</b>

Prerequisites apply for:

Code	Title	Credits
BNMK 321	MARKETING	
JAMS 343	SOCIAL MEDIA CONTENT & STRATEGY	
BNMK 420	SALES AND SALES MANAGEMENT	
BNMK 427	TOPICS IN MARKETING	

## Student Learning Outcomes

- Describe the functions of business, with an emphasis on wine business.
- Apply elements of the marketing mix and other marketing concepts to wine-related businesses.
- Demonstrate basic knowledge of historical, cultural, and aesthetic aspects of wine.
- Demonstrate detailed understanding of a specific area of wine marketing, such as sales management or social media.