

WINE MARKETING AND SALES: AS DEGREE

The programs of the Viticulture and Winery Technology department are designed to prepare students for careers in the North Coast wine industry. The one-year Certificate and two-year Associate of Science options provide students with the knowledge and skills essential for success. The Certificate in Viticulture and Winery Technology consists of production-oriented courses in viticulture and winemaking. The Certificate in Wine Marketing and Sales is a mix of viticulture, winemaking and business courses. Certificate programs may be modified to meet the career goals of the individual student. The typical student will be able to earn a Certificate in one to two years. Students who complete the Associate of Science in Viticulture and Winery Technology degree specialize in either Viticulture, Winemaking or Wine Marketing and Sales. The Associate of Science degree includes general education courses, basic science courses and core courses in the degree option. The typical student will be able to earn an Associate of Science degree in two to three years.

Program Learning Outcomes

1. (Wine Marketing and Sales) – Demonstrate an advanced understanding of wine marketing, sales, sensory evaluation, and the broader context of wine as a global business.
2. (Professionalism) – Display a basic range of professional habits and skills to meet standards of the wine industry.

Degree Requirements

| Code | Title | Units |
|--|-------------------------------------|-----------|
| Required Courses | | |
| BUSI-100 | Introduction to Business | 3 |
| VWT-130 | General Viticulture | 3 |
| VWT-136 | Wines of the World | 3 |
| VWT-137 | Wines of California | 3 |
| VWT-140 | Cultural Appreciation of Wine | 3 |
| VWT-147 | The Greatest Wines of the New World | 1 |
| VWT-150 | The Wines of the Napa Valley | 1 |
| VWT-151 | The Wines of France | 1 |
| VWT-152 | The Wines of Italy | 1 |
| VWT-153 | The Wines of Spain and Portugal | 1 |
| VWT-154 | The Wines of Germany and Austria | 1 |
| VWT-173 | Sensory Evaluation of Wine | 3 |
| VWT-180 | Fundamentals of Enology | 3 |
| VWT-241 | Wine Marketing | 3 |
| Program Elective | | |
| 6 additional units from Viticulture and Winery Technology (VWT), Business (BUSI), French (FREN), Spanish (SPAN) or Welding (WELD). | | 6 |
| Total Units | | 36 |

To receive an Associate Degree, students must complete 60 degree applicable semester units with a grade point average of at least 2.0. Students must also complete the NVC General Education (<https://catalog.napavalley.edu/getting-your-degree/general-education/#nvcgeneraleducationtext>) pattern to earn an Associate degree. Consultation with a Counselor is highly encouraged to ensure all requirements are met.