



## The Campus

Southern Oregon University combines many of the best features of both private and public colleges: small-enrollment classes, teachers who know and work directly with their students; and a faculty and staff fully committed to education, both in and beyond the classroom. In the School of Business we prepare graduates who can write clearly, think critically, work effectively in groups and who are aware of the societal issues facing business here and abroad.

## The Setting

Nestled at the base of the Siskiyou Mountains in the Rogue Valley of Southern Oregon, SOU is surrounded by forests, mountains, lakes, and rivers providing a spectacular setting for outdoor sports such as hiking, rafting, and skiing. In addition, the University and community are focal points of cultural activity gaining national recognition for the Oregon Shakespeare Festival and the Britt Music Festival.

## Program Coordinator

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Certificate in Wine Business  
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CWB

# Certificate in Wine Business

2019-20 CATALOG



# Certificate in Wine Business

*The Certificate in Wine business provides a background in an important regional food and beverage industry that complements my studies in hospitality and tourism management.* — ELIZABETH WICKS

## The Certificate in Wine Business

helps develop professionals to work in the rapidly growing US, Oregon, and regional wine industries. Students interested in the certificate will likely have interests in hospitality, tourism, and other food and beverage businesses.

The program provides students the opportunity to learn about various aspects of the wine business from the history, geography, and environmental requirements to grow grapes, to the processes of making, bottling, and selling wine, to sensory evaluation techniques and communication about wine. Students will apply business principles from sales and marketing to effectively market and promote wine, along with learning management, accounting, computer applications, and hospitality and tourism factors that are important for successful wine businesses.

**Upon successful completion of this certificate program, the student will be able to:**

- Demonstrate knowledge of the global to regional wine industry including how regional climates, soils, and landscapes are associated with growing grapes and producing wine.
- Understand how wine is made, evaluated through sensory analysis, and represented in marketing of the product.
- Be able to effectively communicate to the public about wine through advertising, public relations, social media, and online resources.
- Understand wine distribution methods and wine markets, pricing structures, and have operating knowledge of global retail wine sales.
- Construct a wine marketing plan, applying management and business principles.

### Certificate Requirements

The Certificate in Wine Business includes courses from Business, Communication, Environmental Science and Policy, and Emerging Media and Digital Arts. To pursue this certificate, students must be in one of the following categories:

- a) current SOU students who are meeting the requirements for the BA or BS degree,
- b) students who already have a BA or BS degree (post-baccalaureate), or
- c) students who have completed approximately two years of college coursework or have at least three years of significant professional work experience and meet the prerequisites for admission to certificate program.

To be awarded the Certificate in Wine Business, students must complete the course requirements listed below (48 credits, including prerequisites). Students must complete 20 of the final credits of the certificate at SOU. All courses taken for the certificate must be completed with a grade of C- or better. Students must maintain a minimum GPA of 2.5 or higher in all certificate courses. This certificate program is open to undergraduates, graduates, and post-baccalaureate students.

### Prerequisites (may also count towards University Studies and Business program requirements)

EMDA 201 - Digital Image Foundations	2
EMDA 201R - Digital Image Foundations - Recitation	2
BA 211 - Financial Accounting	4
and BA 213 - Managerial Accounting	4
Or BA 313 - Accounting for Managers	4
BA 285 - Advanced Business Applications: Excel	4
BA 324 - Business Communication	4

Or other upper division research writing course upon approval of Certificate Coordinator.

### Required Core Courses (28 credits)

BA 291 - Introduction to Viticulture	2
BA 292 - Introduction to Wine Production	2
BA 293 - Introduction to Wine Business	2
BA 294 - Introduction to Wine Sensory Evaluation	2
BA 330 - Principles of Marketing	4
BA 409 - Internship (for BA/BS Majors)	1-12 (4 credits required) *
BA 410 - Event Management	4
BA 446 - Retail Management	4
COMM 323 - Strategic Social Media	4

### Elective Courses (choose 1 course, 4 credits required)

BA 310 - Lodging Operations	4
BA 311 - Food and Beverage Management	4
BA 374 - Principles of Management	4
BA 382 - Management Information Systems	4
BA 407 Seminar*	1-12
BA 411 - Sustainable Tourism	4
BA 435 - One-to-One Marketing	4
BA 436 - Internet Marketing and E-Commerce	4
BA 450 - Using GIS in Business	4
BA 451 - Cost and Management Accounting	4
BA 483 - Sustainability Leadership	4
BA 490 - Case Studies in Corporate Sustainability	4
COMM 424 - Creative Entrepreneurship	4
EMDA 340 - Responsive Web Design	1-4
ES 101 - Introduction to Environmental Science: Earth Science	4

\* Must be in a related area and approved in advance by the certificate coordinator.