

CUMBERLAND COUNTY COLLEGE

Course: BT 201: Breweries, Distilleries and Wineries of New Jersey

Credits: 3

Prerequisites: BT 103 & BT 104

Description: This seminar course will provide an overview of the history and development of this fast-growing industry. Beverage trails, AVAs and economic importance will be considered. Students will be required to visit tasting rooms throughout the region and report on their experiences through classroom presentations and analytical papers. Students must be 21 years of age or older. Prerequisites: BT 103 and 104.

Learning Outcomes

At the completion of this course, students should be able to:

- Evaluate orally and in writing, tasting room practices and facilities that result in a positive customer experiences
- Speak effectively about regional beverage trails, AVA's and other geographical and regional features that contribute to beverage tourism in the region
- Communicate effectively I writing and orally on regional winery, brewery and distillery venues and related accommodations
- Generate recommendations that should improve the consumer experience in selected beverage tasting venues.

Topical Outline

- The Business of Wine
- Wine Tourism Strategy Making: A Model for Planning and Implementation
- Strategic Winery Management and Tourism: Value Added Offerings and Strategies Beyond Product Centrism
- Wine vs. Weddings: Wine Tourism in the Emerging North Carolina Wine Industry
- Wine Tourism in Bordeaux
- Emerging Issues in Wine Tourism
- Winery Tourism in China
- Analyzing the Effects of Short and Long Term Customer Relationship on the Wine Customer Lifetime Value
- Designing for Sales: Winery Design and the Visitor Experience

- Using ANN's to Determine Place Evoked Affective Consumer Reactions in Wine Tourism
- Effective Winery Tasting Room Management
- Services Quality, Brand Loyalty, and Wine Tourism
- Exploring an Effective Winery Revenue Management Strategy
- Financial Ratio and Valuation Analysis of Constellation Brands, Inc.: A Case Study
- The Rise of Wine Education in Mainland China: A First Hand Account and Analysis

Text:

Lee, Kyuho (2015). *Strategic Winery Tourism and Management, Building Competitive Winery Tourism and Management Strategy*, Apple Academic Press.

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.