**DESCRIPTION OF A STUDY COURSE – SYLLABUS**

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| **Title of a course** | **Wine marketing** | | | | |
| **Study programme** | **Specialist Professional Study of Winemaking** | | | | |
| **Status of a course** | Elective | | | | |
| **Year of study** | 2 | **Semester** | S | **ECTS credits** | 5 |
| **Goals of a course** | | | | | |
| Introduce students to the basics of marketing and the possibilities of using marketing tools in business. | | | | | |
| **Conditions for enrolling course** | | | | | |
| No conditions | | | | | |
| **Learning outcomes on a level of a study programme which includes course** | | | | | |
| 1. Conduct a finalisation of whine by choosing the right equipment and package and to organize a bottling of wine.  2. Apply basic technologies in the production of sparkling wines, liquor wines and dessert wines by choosing the right equipment and package for the production, processing and finalisation of wine.  3. Use the proper legislation (Law and Regulations on Wine) | | | | | |
| **Expected learning outcomes on a level of a course** | | | | | |
| 1. List and describe business concepts 2. Explain the key components of a marketing concept 3. Explain the elements of a marketing plan and interpret the application of a marketing mix 4. Analyse and interpret market data related to wine production available from secondary data sources 5. Know and understand the basic requirements that business entities, family run farms, need to fulfil when directly selling wine 6. Conduct and interpret simpler research tasks in the field of wine marketing | | | | | |
| **Content of a course** | | | | | |
| Marketing concept definition. Business concepts. Marketing concept. Specifics of marketing environment. Analysis of changes in marketing environment. Analysis of competitors. Segmentation and choice of targeted market. Behaviour of consumers in viniculture. SWOT analysis. Marketing planning process. Marketing mix in viniculture. Wine as a product. Role of marketing in viniculture’s production process. Development of image and relationships. Role of intermediary in viniculture. Direct sale. Role of manifestations in viniculture. Status of wine markets in Croatia and world. | | | | | |
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