

# Wine Marketing A.A.S. Advisement Tip Sheet 2010-2011

## CONTACT INFORMATION

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## PURPOSE OF PROGRAM

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A business-focused associate in applied science degree program in Wine Marketing has been developed in response to the rapid growth of the wine sector locally, nationally, and internationally. New York State is now the third-largest wine producing state in the U.S., with more than 250 wineries statewide. The industry employs 18,000 workers and annually generates \$3.4 billion for the state economy. The wine marketing program prepares graduates for careers in wine marketing, sales and promotion, tasting room management, wholesale, retail, e-commerce distribution, public relations, event management, and other hospitality positions.

## PRIORITY COURSES

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Fall first semester students who are part-time or only able to consider 12-13 credits in Fall should take HRMG100, WINE120, ENGL100/101 and coursework in CAPS during the first fall semester.

Spring first semester students should take ENGL100/101, Social Science Elective, CAPS, or MATH.

Taking HRMG100 and WINE120 in the Fall Semester is a priority. Students who start in the Spring will be off-sequence, since program courses are all Fall-only or Spring-only.

## COURSE SEQUENCING DETAILS

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The program sheet outlines the best sequence for courses. Specific courses may only be offered during the semester outlined in the program sheet.

ENGL100 is a pre-requisite or co-requisite for the 100-level HRMG and WINE courses.

First time residential students should not take HRMG100 online in the spring. Permission by the instructor must be given to take this course online.

Students must complete the WINE Internship. Students must complete 12 credits of coursework prior to registering for WINE213. It is recommended that students register for WINE213 during spring registration for the summer after the first year.

MATH109 or MATH110 are possible recommendations to meet the math requirement for this degree. It may be recommended that higher level MATH be taken if student is able and intends to transfer.

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## **GUIDELINES FOR CHOOSING COURSES**

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Students who do not need to take ENGL100 may select a **liberal arts** elective of choice. Transfer students should keep courses required for transfer in mind when making this selection. Seek the advice of WINE program advisors for making this selection.

WINE has two CAPS elective. The intent is for students to customize their choices based on their particular needs.

## **JOB OPPORTUNITIES**

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The Wine Marketing program will give graduates entry level opportunities on many levels including vineyards, cellar hands, tasting room, tour guides, marketing, sales and administrative assistants, all of which are needed for this rapidly-expanding industry.

A hospitality career panel and job fair takes place each spring with local and national employers present to offer advice, internships, and jobs to our students.

## **TRANSFER INFORMATION**

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Although the Wine marketing A.A.S Degree is not designed specifically for transfer, graduates have excellent transfer opportunities to baccalaureate programs from coursework completed in this degree. Institutions offering such programs include Cornell University, College of Agriculture and Life Sciences, Niagara University, and University of California, Davis.

## **FREQUENTLY ASKED QUESTIONS**

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*Q. I am less than 21 years old. Can I successfully complete WINE200?*

A. Yes. Since WINE200 conducts tastings in a controlled, academic setting, students under the age of 21 are allowed admission to the course and can participate fully.