WINE BUSINESS

Students learn financial management, principles of vineyard and winery operations, strategic planning, branded wine marketing, packaging, wine consumer behavior, and government compliance. Graduates are prepared for a variety of wine industry careers, with many planning to operate vineyards or wineries of their own.

Graduate Program

Cal Poly offers a Master of Science degree in Agriculture in which students can choose a thesis topic in enology, viticulture or wine business. Please refer to the MS Agriculture (http://catalog.calpoly.edu/collegesandprograms/collegeofagriculturefoodenvironmentalsciences/graduatetext) section of the College of Agriculture, Food and Environmental Sciences.

WVIT Courses

WVIT 101. Orientation to Wine and Viticulture. 1 unit
CR/NC
Term Typically Offered: F
Introduction to the wine and viticulture program. Emphasis on curriculum and career planning. Credit/No Credit grading only. 1 lecture.

WVIT 102. Global Wine and Viticulture. 4 units
Term Typically Offered: F, SP
Introduction to wine grape growing, winemaking, and wine business. Brief history and overview of major global wine regions, including growing conditions, grape varieties, winemaking styles, and wine business practices. 4 lectures.

WVIT 202. Fundamentals of Enology. 4 units
Term Typically Offered: F, SP
Prerequisite: CHEM 111 or CHEM 127.
Introduction to the science of winemaking: development of wine components in grapes, grape maturation, harvesting, pre-fermentation wine-making methods, alcoholic fermentation, malolactic fermentation, wine maturation and post fermentation practices, wine spoilage, maintenance of wine integrity. 4 lectures.

WVIT 210. Viticultural Practices. 2 units
Term Typically Offered: F, SP
Critical viticultural practices including planting, pruning, canopy management, fruit thinning, harvest, floor management, trellis and irrigation maintenance. 2 activities. Crosslisted as AEPS/WVIT 210.

WVIT 233. Basic Viticulture. 4 units
Term Typically Offered: F,W,SP,SU
Prerequisite: AEPS 120 or BOT 121; CHEM 111 or CHEM 127; and SS 121.
Fundamentals of grape growing, with emphasis on wine grapes. Fundamentals of vine anatomy and physiology, development and phenology, trellising systems, soils, climatic factors, vineyard establishment, grafting, irrigation, fertility, harvest practices, pruning, major pests, and major varieties and rootstocks. Not open to students with credit in WVIT 231. 4 lectures. Formerly WVIT 232.

WVIT 270. Selected Topics. 1-4 units
Term Typically Offered: TBD
Prerequisite: Open to undergraduate students and consent of instructor.
Directed group study of selected topics. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1 to 4 lectures.
WVIT 301. Wine Microbiology. 4 units  
Term Typically Offered: SP  
Prerequisite: MCRO majors must have MCRO 224; WVIT majors must have MCRO 221 or MCRO 224; and WVIT 202; open to MCRO or WVIT majors only.  
Wine yeasts, bacteria, and molds: morphology and methods of identification; successful alcoholic and malolactic fermentations; management and prevention of unwanted microbial growth; microorganisms and flavor development. 3 lectures, 1 laboratory. Crosslisted as MCRO/WVIT 301.

WVIT 302. Wine Fermentation Laboratory. 2 units  
Term Typically Offered: F,W  
Prerequisite: WVIT 202; WVIT major, and at least 18 years in age.  
Alcoholic and malolactic fermentation, maturation, stabilization and bottling of finished wines. Not open to students with credit in WVIT 404, WVIT 405 or WVIT 406. 1 lecture, 1 laboratory.

WVIT 331. Advanced Viticulture - Fall. 4 units  
Term Typically Offered: F,SU  
Prerequisite: AEPS/WVIT 231 or WVIT 232 or WVIT 233.  
Advanced viticulture theory and practice, with an emphasis on fall season activities. Identification of rootstocks, wine and table grapes, species taxonomy and diversity, and breeding for grapevine improvement. Field trips required. 3 lectures, 1 laboratory. Crosslisted as AEPS/WVIT 331.

WVIT 332. Advanced Viticulture - Winter. 4 units  
Term Typically Offered: W  
Prerequisite: AEPS/WVIT 231 or WVIT 232 or WVIT 233.  
Advanced viticulture theory and practice with emphasis on winter season activities. Pruning to influence vine balance, productivity, training and trellising systems, vineyard establishment, cover cropping and weed management. Field trips required. 3 lectures, 1 laboratory.

WVIT 333. Advanced Viticulture - Spring. 4 units  
Term Typically Offered: SP  
Prerequisite: AEPS/WVIT 231 or WVIT 232 or WVIT 233.  
Advanced viticulture theory and practices with emphasis on spring activities. Vine source/sink relations, factors impacting yield and berry composition, the role environmental conditions on vine physiology, and canopy management. Field trips required. 3 lectures, 1 laboratory.

WVIT 339. Internship Wine and Viticulture. 1-12 units  
CR/NC  
Term Typically Offered: F,W,SP,SU  
Prerequisite: WVIT 202; AEPS/WVIT 231 or WVIT 232 or WVIT 233; junior standing; and consent of internship instructor.  
One or two quarters spent with an approved wine industry employer engaged in wine production or related agribusiness and viticulture activities. Applying and developing production and managerial skills and abilities. One unit of credit may be allowed for each full week of completed and reported internship. Total Major credit limited to 6 units. Total credit limited to 12 units. Credit/No Credit grading only.

WVIT 343. Branded Wine Marketing. 4 units  
Term Typically Offered: F, W, SP  
Prerequisite: AGB 212 or ECON 201 or ECON 221 or ECON 222.  
Wine pricing as it relates to quality, packaging, and service. Distribution options with emphasis on the three tier system, promotional strategies, including public relations, mass media advertising, personal selling, and direct marketing. Domestic and international marketplaces. 4 lectures.

WVIT 344. Direct to Consumer Wine Sales. 4 units  
Term Typically Offered: SP  
Prerequisite: WVIT or RPTA major. Co-requisite: AGB 212 or ECON 201 or ECON 221 or ECON 222.  
Factors driving direct-to-consumer initiatives in the US wine business: tasting rooms, wine clubs/mailing lists, eCommerce, telemarketing, and events. Using current research and case studies to explore features of a direct-to-consumer approach, while facilitating compliance. Topics include: experiential marketing, social media, brand differentiation. 4 lectures.

WVIT 345. Direct to Consumer Wine Sales. 4 units  
Term Typically Offered: SP  
Prerequisite: WVIT or RPTA major. Co-requisite: AGB 212 or ECON 201 or ECON 221 or ECON 222.  
Factors driving direct-to-consumer initiatives in the US wine business: tasting rooms, wine clubs/mailing lists, eCommerce, telemarketing, and events. Using current research and case studies to explore features of a direct-to-consumer approach, while facilitating compliance. Topics include: experiential marketing, social media, brand differentiation. 4 lectures.

WVIT 405. Winemaking II. 4 units  
Term Typically Offered: W  
Prerequisite: WVIT 202; WVIT 365; WVIT major; and at least 18 years in age.  
Planning, managing and implementing harvest in the pilot winery; sanitation practices; monitoring grape maturity; handling juices and musts; alcoholic and malolactic fermentation, general cellar practices; sensory and laboratory analyses. 3 lectures, 1 laboratory.

WVIT 406. Winemaking III. 4 units  
Term Typically Offered: SP  
Prerequisite: WVIT 405; WVIT major; and at least 18 years in age.  
Planning, managing and implementing the preparation of wine for bottling; blending; fining; filtration; bottling; conducting general cellar practices; sensory and laboratory analyses. 3 lectures, 1 laboratory.
WVIT 414. Grape Pest Management. 4 units
Term Typically Offered: F, SP
Prerequisite: AEPS/WVIT 231, WVIT 232 or WVIT 233; AEPS 313; AEPS/BOT 323.

Comprehensive survey of major grape pests including diseases, insects, weeds, vertebrates, and nematodes. Identification and biology of grape pests and natural enemies, monitoring, and integrated pest management (IPM) strategies, including cultural, biological, and chemical controls. Guest lectures. 3 lectures, 1 activity. Crosslisted as AEPS/WVIT 414.

WVIT 423. Wine Law and Compliance. 4 units
Term Typically Offered: W, SP
Prerequisite: WVIT 343.

Legal aspects of wine making/marketing. Emphasis of both Federal (Tax and Trade Bureau) and State business requirements as well as State and Federal regulations impacting winery and viticultural practices in California. 4 lectures.

WVIT 428. Winegrape Vineyard Management. 4 units
Term Typically Offered: SP
Prerequisite: AGB 214, SS 221 and WVIT 233. Recommended: WVIT 331, WVIT 332, and WVIT 333.

Winegrape vineyard management practices including: financial projections and budgeting, contracting and supervision of labor, trellis installation and repair, irrigation systems maintenance, fertilization and spray scheduling. Field trips required. 3 lectures, 1 laboratory.

WVIT 433. Wine Sales and E-Commerce. 4 units
Term Typically Offered: W
Prerequisite: WVIT 343.

Professional selling in the wine industry. Selling wine through the seven avenues of wine distribution in the 3-tier system. Exploration of aspects of wine selling, from customer relation management to cultural and legal differences among states. How strategies for selling differ for various sized wineries. 4 lectures.

WVIT 442. Sensory Evaluation of Wine. 4 units
Term Typically Offered: F,W,SP,SU
Prerequisite: WVIT 202; STAT 218; WVIT major; and at least 18 years in age.

Evaluation of wines using the techniques in sensory evaluation. Difference and rating tests; descriptive analysis and pairing of wine and food. 3 lectures, 1 laboratory.

WVIT 444. Wine Marketing Research and Market Analysis. 4 units
Term Typically Offered: F
Prerequisite: STAT 217 or STAT 218; and WVIT 343.

Application of statistical theory to design research to examine the wine and grape markets. Research examining the evaluation of appropriate data collection methods, quantitative analyses, and interpretation of primary and secondary wine and grape industry data. 4 lectures.

WVIT 447. Logistics for the Global Wine Industry. 4 units
Term Typically Offered: W, SP
Prerequisite: WVIT 102; WVIT 343; and STAT 218.

Scope and elements of the international wine logistics system including supply and distribution channels, transportation, inventory, warehousing, packaging and order processing. 4 lectures.

WVIT 450. Wine Business Strategies. 4 units
Term Typically Offered: W
Prerequisite: AGB 214 and WVIT 343.

The strategic planning process for wine businesses. Development of a complete business plan with careful adherence to the unique and complex regulations that apply to wine businesses. The business plan will include specification of the product, distribution, finance, and marketing. 4 lectures.

WVIT 460. Senior Project - Wine Business. 4 units
Term Typically Offered: SP
Prerequisite: WVIT 343; and one of the following: WVIT 444 or WVIT 450; Senior standing; and WVIT major.

Selection and analysis of wine and viticulture business problems and opportunities in directed group-based projects. Problems typical to those that graduates may encounter in marketing and management in the wine and viticulture industry. Formal report and presentation required. 4 lectures.

WVIT 463. Issues, Trends and Careers in the Wine Industry. 2 units
Term Typically Offered: W, SP
Prerequisite: Senior standing; WVIT majors only.

Current issues and trends in viticulture, enology and wine business. Career opportunities and planning for WVIT majors nearing graduation. 2 seminars.

WVIT 464. Senior Project - Enology and Viticulture. 4 units
Term Typically Offered: F,W,SP,SU
Prerequisite: STAT 218; junior standing; completion of the Graduate Writing Requirement.

Completion of a research proposal and comprehensive literature review, including analysis of experimental results from published peer-reviewed articles in enology and/or viticulture. Written and oral presentations. 4 lectures.

WVIT 465. Senior Project - Research Experience in Enology or Viticulture. 2 units
Term Typically Offered: F,W,SP,SU
Prerequisite: WVIT 343; and one of the following: WVIT 444 or WVIT 450; Senior standing; and consent of instructor.

Involvement in the experimental design, execution, data analysis and reporting of research under the direct supervision of faculty. Completion of several critiques of current peer-reviewed journal articles in enology and/or viticulture. Total credit limited to 4 units.

WVIT 470. Selected Advanced Topics. 1-4 units
Term Typically Offered: TBD
Prerequisite: Consent of instructor.

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1 to 4 lectures.

WVIT 471. Selected Advanced Laboratory. 1-4 units
Term Typically Offered: TBD
Prerequisite: Consent of instructor.

Directed group laboratory study of selected topics for advanced students. Open to undergraduate and graduate students. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1 to 4 laboratories.