

GLOBAL WINE STUDIES	
Program Objectives	Assessment
Students will be able to comprehend how viticultural and winemaking techniques differ around the world and how they affect trade decisions	Students will develop vineyard and winery plans that incorporate production, forecasts, costs and revenue
Students will be able to comprehend the wine styles, structure, regulations of existing and potential markets in the global wine trade	Students will develop a plan to launch a wine brand internationally with strategies appropriate for the chosen market
Students will be able to comprehend the theories of international marketing, branding, business planning and finance in the global wine industry	Students will be able to plan and develop successful business and marketing plans for the wine trade
Students will understand the components of wine and the theory of sensory analysis and origin of wine faults	Students will be able to evaluate and assess wine for the commercial market