

CWU Student Learning Outcome Assessment Plan Preparation Form  
 Department \_\_Family and Consumer Sciences  
 Program \_\_Global Wine Studies  
 Date December 18, 2013

Student Learning Outcomes (knowledge, skills, attitudes)	Method(s) of Assessment (What is the assessment?)*	Who Assessed (Students from what courses - population)**	When Assessed (term, dates) ***	Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)
Students will demonstrate an understanding of the fundamentals, issues and financial aspects of viticulture and enology.	Students will develop vineyard and winery plans that incorporate all aspects of production, management, costs, revenue and projections. Written exams, essays, oral presentations.	GWS students are prominently in their early 20s, female, from upper middle class families. Approximately 25% come from east of the Cascades.	Students are assessed through quizzes every two weeks fall term and a midterm project and final, winter term.	GWS students must pass all tests, performances, reports and papers with a C+ average. Students are expected to function as competent workers in winery and vineyard work places if so asked.
Students will demonstrate knowledge of grape varieties and wine styles in wine regions around the world. Students will demonstrate an understanding of consumption patterns, regulations, classifications, trade structured and international agreements.	Students will develop a portfolio of assignments, examinations, oral presentations, critical essays, strategic plans.	GWS students are prominently in their early 20s, female, from upper middle class families. Approximately 25% come from east of the Cascades.	Students are assessed through six exams, equally spaced throughout the term that involve maps, multiple choice questions and essay questions. Courses run fall and winter terms	A follow up exam, including information learned in the fall, is given winter term. GWS students must pass all tests, performances, reports and papers with a C+ average. Students are expected to function as competent workers in wine import/export, wholesale and retail establishments

<p>Students will be able to develop a branding, marketing and PR plan for a business in the wine industry. Students will be able to demonstrate an understanding of financial issues, investments, global markets and distribution systems</p>	<p>Development of branding, marketing, public relations and business plans. Examination and critical essays on financial issues and globalization</p>	<p>GWS students are prominently in their early 20s, female, from upper middle class families. Approximately 25% come from east of the Cascades.</p>	<p>Projects are assigned throughout the term in marketing and wine business courses offered in the fall, winter and spring. An exam is given at the end of each term.</p>	<p>GWS students must pass all tests, performances, reports and papers with a C+ average. Students are expected to function as competent winery marketing departments if asked to do so. Internships in new media marketing are examples of measuring student performance.</p>
<p>Students will be able to professionally evaluate a wine using sensory and organoleptic techniques to assess quality, wine faults, and commercial placement. Students will be able to perform a number of basic wine analysis tests and understand their results.</p>	<p>Open and blind label tasting evaluation exams. Written examinations. Students are expected to keep detailed notes of their tastings in and out of class. These notes are evaluated twice during fall, winter and spring terms. Students run standard "wet chemistry" analytical tests on wine and signify any flaws or faults.</p>	<p>GWS students are prominently in their early 20s, female, from upper middle class families. Approximately 25% come from east of the Cascades.</p>	<p>Evaluation of tasting notes is continuous throughout the term and a midterm and final are given on Wine Faults. Blind recognition tests are given each term.</p>	<p>GWS students must pass all tests, performances, reports and papers with a C+ average. Students are expected to be able to conduct basic organoleptic wine analysis. Students are expected to be able to do basic lab tests on wine if asked to do so as interns.</p>
<p>Through a study abroad program, students will learn about different practices and issues in an international wine region.</p>	<p>Upon completion of the study abroad, students will submit an analysis and evaluation of each aspect of the experience: viticulture and enology, marketing and branding of the region, or legal and trade structures</p>	<p>The GWS students who study abroad are from the same demographic group as above.</p>	<p>A report on the study abroad is due at the end of the week after the student returns from abroad. Tasting notes are graded during the trip.</p>	<p>Students are expected to report to the public, formally and informally about their international experience.</p>

\*Method(s) of assessment should include those that are both direct (tests, essays, presentations, projects) and indirect (surveys, interviews) in nature

\*\*Data needs to be collected and differentiated by location (Ellensburg campus vs University Centers - see NWCCU standard 2.B.2)

\*\*\*Timing of assessment should be identified at different transition points of program (i.e., admission, mid-point, end-of-program, post-program)