



Delivery: In-Class or Online
FALL 2019 – SPRING 2020 Program Dates: September 28, 2019 to March 31, 2020
plus work experience to June 30, 2020

ONLINE Delivery – coursework completed through Moodle
IN-CLASS Delivery Penticton Campus – coursework completed Tuesday evenings 6-9pm and online

Program Cost with IN-Class Wine 21 module: \$1,851.75

Program Cost with Online Wine 21 module: \$1,762.50 plus textbooks

Wine Sales Certificate Program

Continuing Studies

Apply Online at www.okanagan.bc.ca/apply

This program provides individuals interested in employment in the area of wine sales with an introduction to grape growing and winemaking, an understanding of legal regulations and standards within the industry, marketing and sales strategies, and knowledge of wine shop management and winery promotions. Coursework will involve a variety of projects and field trips. The program is comprised of 147 hours of coursework and practical experience in the industry. Students must pass each component with a minimum grade of 60% to receive a certificate.

Admission Requirements:

- High school diploma or equivalent.
- Successful completion of English 12 or TPC 12 or an LPI score of 24/40 (Level 4) or better.
- 19 years or older at time of admission to the program.
- Serving It Right certificate.

Students must choose either Online OR In-Class Delivery

WINE 21 Introduction to Grapes and Wine Oct 5 to Dec 14, 2019, Sat 9-4pm In-class \$760.52
70073 45 hours OR Online by Distance Education \$671.27 Plus textbooks
70153DE Must be successfully completed on or before March 1, 2020, before WS 04 begins

Choose one of the two options listed below:

1. Penticton Campus Part-Time September to December, Saturdays 9:00 - 4:00pm
2. Distance Education Online Coursework – contact Toll-Free at 1-877-755-2266 or Email: distanceed@okanagan.bc.ca

This course will introduce the various legal, health, historical, production, viticultural regions and marketing aspects of the wine trade in Canada. An overview of wine styles from around the world; packaging and presentation; cellaring; sensory evaluation; wine and food and wine marketing will be included.

WS 01 Introduction to Wine Sales Sept 28 to Oct 15, 2019 \$268.68
70089 18 hours

September 28 & 29, 2019 – **ALL STUDENTS ATTEND Two Day Weekend** at Penticton Campus

Alternate arrangements can be made should an online student not be able to attend the September weekend. Please email Ingrid at: icarter@okanagan.bc.ca to make arrangements.

The role of wine sales staff; an overview of the industry, both past and present; the development of wine standards and the current regulations within the industry will be discussed. Strategies involved in implementing the marketing plan and gaining an understanding of marketing terminology and marketing research will be emphasized. Students will determine the importance of good industry and customer relations and identify techniques to maintain and develop accounts.

