

OST CERTIFICATE IN VITICULTURE AND ENOLOGY, MARKETING OPERATIONS, CERTIFICATE

Program Description

The Viticulture and Enology program prepares students for entry into the industry as production winemaking technicians, vineyard and winery owners, and or sales and marketing coordinators. This is an Occupational Skills Training (OST) program, please see advisor for more information.

Program Outcomes

1. Identify and explain the fall harvest wine making and vineyard operations.
2. Describe, compare and contrast grape cultivars and winemaking practices employed in the various wine producing regions of the world.
3. Describe, implement, and submit an integrated pest management plan.
4. Compare and contrast fruit processing techniques, i.e., oxidative vs reductive pressing for white grapes and destemming, foot stomping, and optical sorting for red wines.
5. Illustrate the history of the wine industry and future trends.
6. Compare various methods of post-planting care including pest control and cover crops.
7. Identify vineyard equipment.

Program Course Requirements

Course	Title	Credits
First Year		
First Term		
BA 206	Management Fundamentals	3
BA 238	Professional Selling	3
OA 161	Career Planning	1
SDP 113	Human Relations-Supervisors	3
VE 101	Intro to the Wine Industry	1
VE 280	Vineyard-Winery Practicum	3
Credits		14
Second Term		
BA 233	Accounting for Managers	4
VE 202	Sensory Evaluation of Wine	4
VE 223	Wine Marketing	3
VE 280	Vineyard-Winery Practicum	3
WR 115	Intro to Expos Writing	4
Credits		18
Third Term		
BA 165	Customer Service	3
MTH 052	Industrial Applications-MTH	4
VE 205	Wines of North America	3
VE 210	Sci of Winemkg I	5
VE 280	Vineyard-Winery Practicum	3
Credits		18
Total Minimum Credits		50