

WINERY/TASTING ROOM MANAGEMENT

Program Description

The Winery/Tasting Room Management Certificate at Umpqua Community College provides specialized training for individuals interested in pursuing careers in the wine industry. This program covers a range of topics, including winemaking processes, wine tasting and evaluation, vineyard management, and wine marketing and sales. Students will gain practical skills and knowledge to manage wineries and tasting rooms effectively.

Program Learning Outcomes

1. Recall key winemaking processes, grape varieties, and wine regions.
2. Describe the principles of wine tasting, evaluation, and food pairing.
3. Apply vineyard management techniques to ensure grape quality and yield.
4. Analyze market trends and consumer preferences to develop effective wine marketing strategies.
5. Evaluate the financial performance of wineries and tasting rooms and recommend strategies for improvement.
6. Create a comprehensive business plan for a winery or tasting room, including strategies for production, marketing, and sales.

Career Considerations

Graduates of the Winery/Tasting Room Management Certificate program can pursue various career paths in the wine industry. They may seek roles such as winery manager, tasting room manager, wine sales representative, or wine marketing specialist. This certificate also provides a foundation for further education and professional development in winemaking, viticulture, or wine business management.

Program Course Requirements

Course	Title	Credits
First Year		
First Term		
BA 151	Practical Accounting I	4
BA 172	Entrepreneurship	3
BA 206	Management Fundamentals	3
BA 238	Professional Selling	3
VE 101	Intro to the Wine Industry	1
Credits		14
Second Term		
BA 173	Innovation to Market	3
VE 202	Sensory Evaluation of Wine	4
VE 223	Wine Marketing	3
VE 280	Vineyard-Winery Practicum ¹	3
Credits		13
Third Term		
BA 165	Customer Service	3
VE 205	Wines of North America	3
VE 210	Sci of Winemkg I	5
VE 280	Vineyard-Winery Practicum ¹	3
Credits		14
Total Minimum Credits		41

¹ Cooperative Work Experience can be taken any term, including summer. See advisor for more information on planning your CWE experience.

Advising Notes

- Please meet with a UCC advisor to ensure you are following the right path for your goals.
- To graduate with an OST Certificate you will need to complete three additional courses, see OST page for details. (<https://umpqua-public.courseleaf.com/programs-study-az/occupational-skills-training/occupational-skills-training-certificate/>)