

### DESCRIPTION OF A STUDY COURSE – SYLLABUS

<b>Title of a course</b>	Wine marketing				
<b>Head of course</b>	Assistant Professor, PhD Kristina Brščić				
<b>Study programme</b>	Specialist Professional Study of Winemaking				
<b>Status of a course</b>	Elective				
<b>Year of study</b>	2	<b>Semester</b>	IV	<b>ECTS credits</b>	5
<b>Teaching plan (L + E + S+ Pr)</b>	2+1+0+0				
<b>Goals of a course</b>					
Introduce students to the basics of marketing and the possibilities of using marketing tools in business.					
<b>Conditions for enrolling course</b>					
No conditions					
<b>Learning outcomes on a level of a study programme which includes course</b>					
1. Conduct a finalisation of wine by choosing the right equipment and package and to organize a bottling of wine. 2. Apply basic technologies in the production of sparkling wines, liquor wines and dessert wines by choosing the right equipment and package for the production, processing and finalisation of wine. 3. Use the proper legislation (Law and Regulations on Wine)					
<b>Expected learning outcomes on a level of a course</b>					
1. List and describe business concepts 2. Explain the key components of a marketing concept 3. Explain the elements of a marketing plan and interpret the application of a marketing mix 4. Analyse and interpret market data related to wine production available from secondary data sources 5. Know and understand the basic requirements that business entities, family run farms, need to fulfil when directly selling wine 6. Conduct and interpret simpler research tasks in the field of wine marketing					
<b>Content of a course</b>					
Marketing concept definition. Business concepts. Marketing concept. Specifics of marketing environment. Analysis of changes in marketing environment. Analysis of competitors. Segmentation and choice of targeted market. Behaviour of consumers in viniculture. SWOT analysis. Marketing planning process. Marketing mix in viniculture. Wine as a product. Role of marketing in viniculture's production process. Development of image and relationships. Role of intermediary in viniculture. Direct sale. Role of manifestations in viniculture. Status of wine markets in Croatia and world.					
<b>Teaching modes</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
<b>Comments</b>					
<b>Students' obligations</b>					
The student's obligations are active participation in teaching, participation in team work, preparation and presentation of seminar work, and demonstration of knowledge through a written examination, a midterm and a final exam.					
<b>Grading, evaluation and monitoring of students' work continuously during lectures and exams</b>					
Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously					

during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.

#### Continuous check-up:

Outcomes	Pre-exam I	Pre-exam 2	Seminar work	Home assignment	Threshold	Max
Outcome 1	10	/	/	/	5	10
Outcome 2	20	/	/	2	10	22
Outcome 3	/	10	15	/	12,5	25
Outcome 4	/	10	/	3	7,5	13
Outcome 5	/	20	/	/	10	20
Outcome 6	/	5	/	5	5	10
Percentage of ECTS	2	2	0,5	0,5	-	-
Total	30	45	15	10	50 %	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

#### Exam term:

Outcomes	Written exam	Oral exam	Threshold	Max
Outcome 1	5	/	2,5	5
Outcome 2	20	5	12,5	25
Outcome 3	15	5	10	20
Outcome 4	10	5	7,5	15
Outcome 5	20	5	12,5	25
Outcome 6	5	5	5	10
Percentage of ECTS	4,5	0,5	-	-
Total	75 %	25 %	50 %	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

#### Grading:

A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.

If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:

Range of credits (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good(4)	B
60,00 – 74,99	Good(3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

#### Obligatory literature

1. Meler, M, Horvat Đ. (2018) Marketing vina, u teoriji i primjeni, Edukator d. o. o., Zagreb

#### Additional literature

2. Philip Kotler, Kevin Lane Kelle, Maja Martinović (2014) Upravljanje marketingom, 14. izdanje, MATE D.o.o. Zagreb
3. Ivanković, M., Kolega, A. (2016). Marketing vina, Sveučilište u Mostaru
4. Hall C. M., Mitchell R.: Wine Marketing: A Practical Guide, Butterworth-Heinemann, 2008
5. Grbac Bruno: Osvajanje ciljnog tržišta, Ekonomski fakultet Rijeka, 2005

6. Grbac Bruno: Izazovi međunarodnog tržišta, Ekonomski fakultet Rijeka, Promarket, 2009

