

Course Outline

for Wine Marketing

Introduction

The goal for most wine brands is to increase profitability, whether by increasing sales, price or both. This executive course helps wine brand owners and managers understand the fundamental knowledge necessary to develop strategies to achieve their growth goals. Taught by experts and industry leaders in wine marketing, the course combines a basic understanding of the 'laws of marketing' with practical applications relevant to the wine sector.

Topic Overview

By the end of the course, participants will have a sound understanding of:

- The main patterns consumers follow when purchasing wines;
- The key concepts of physical and mental availability leading to brand and reputation growth;
- The structure, advantages and disadvantages of different routes to market, including on-premise, off-premise, direct sales, and e-commerce;
- How to build an on-line presence for your wine brand;
- The fundamentals of negotiation with channel partners.

In addition to the in-class components, participants will benefit from a one-day tour in one of South Australia's wine regions, during which they will critically review the challenges small, medium, and large wine brands face in order to grow sales and reputation.

Who Should Attend?

This course has been designed for Brand Managers, Marketing Managers, Business Owners, Producers and General Managers from wineries large and small, as well as industry suppliers, distributors and service providers. The course will also have MBA students who are working in the wine industry, or who wish to enter the wine industry.



Benefit of Attending?

For individuals and their companies:

- Understand the fundamental marketing knowledge necessary to increase profitability;
- Make a positive impact on the company's performances and convert strategies into action;
- Develop a competitive advantage by putting state-of-the-art knowledge about how to successfully market wine brands into practice;
- Ensure your organisation is better equipped to deal with the growing complexity, conflicting priorities and the need to achieve more-with-less in a resource constrained environment.

General:

- State-of-the-art course content, materials and facilitators;
- Theory linked back to application;
- Proven positive impact and outcomes as a result of attendance;
- Learn from one of Australia's leading Business Schools and the leading wine marketing research provider;
- All content covered will be linked back to application. For those who wish to do further study, there is an optional assessment providing a pathway to UniSA's 5 Star MBA program.

Program Topics

Date	Time	Session	Speaker
23rd Sept	9am - 12pm	Introduction to wine marketing State of Play for the Australian Wine Sector	Armando M. Corsi Sandy Hathaway
23rd Sept	2pm - 6pm	Packaging and labelling	Larry Lockshin
24th Sept	9am - 12pm	The Chinese wine market Pricing and promotions	Justin Cohen John Dawes
24th Sept	2pm - 6pm	How wine brands grow	Herve Remaud
25th Sept	9am - 12pm	Principles of retailing A practitioner's insights into wine retailing	Steve Dunn Richard Van Ruth & Michael Andrewartha
25th Sept	2pm - 5pm	DTC and cellar doors	Johan Bruwer
26th Sept	9am - 12pm	Social media	Fuller Communication
26th Sept	2pm - 5pm	Principles of negotiation	Gary Edwards
27 Sept	9am - 6pm	Study tour in one South Australia's iconic wine regions	



Note: The Wine tasting and dinner: A journey through Australian wines event will be held on 25th September at 6pm and held at the Edinburgh Hotel & Cellars.

Date

The course runs from Monday 23rd to Friday 27th September 2019

Location

UniSA City West Campus, Adelaide, South Australia

Delivery Approach

Our experienced staff come from both practical and academic backgrounds, so they understand industry issues. This allows us to deliver programs that provide practical knowledge that is relevant to the short and long-term strategic goals for your organisation.

Our facilitators use contemporary teaching methods, encourage interactive discussions and use real examples, allowing participants to develop an understanding of the core concepts and business principles that can help them grow their brands.

Participants are asked to actively contribute by presenting their ideas, listening to others' experiences and observations, asking questions and seeking clarification / further explanation as required.

Cost

The course costs \$3,245.00 (incl. GST) with an optional Wine tasting and dinner available for an additional \$100.00 (incl. GST). Contact the course director for more details.

What's Included?

- Study notes and materials, free wi-fi internet access, venue, tea & coffee.
- Each day equates to seven hours of lecturer contact time.
- Certificate of Completion.

Exclusions

Accommodation and travel expenses are not included.

Cancellation Policy

The University of South Australia reserves the right to cancel this program at any time and issue refunds. In the event that an attendee cannot attend, a substitute may attend in their place. No refunds will be issued unless 14 days notice is given in writing prior to the date of the planned program.

