

Archived: September 8, 2016

Tourism, Recreation and Hospitality Programs

Wine Business

Credential:

Certificate

Program Length:

1 Year

The Program

1 year full-time or 2 year part-time

The purpose of the program is to provide recognition for students who complete a series of courses related to the wine industry, the process of wine making, wine appreciation (product knowledge), wine marketing, wine tourism and other knowledge related to the business of wine. The certificate will help graduates find employment in some aspect of the wine business, which could be a vineyard, a winery, a wholesaler, a retailer, a food service establishment or a special event planner. Although this is a stand-alone certificate, the courses may also be taken as credit courses toward a degree or diploma.

The certificate may also be taken concurrently with a diploma or degree.

Program Outline

This *seven* course program may be completed full-time in one year or spread out over two years.

Wine Certificate	Credits
Select <i>one</i> of the following courses: HOSP 215 - (Principles of Services Marketing) MARK 160 - (Introduction to Marketing) RMGT 101 - (Intro to Marketing in Recreation and Sport) TOUR 101 - (Introduction to Tourism Marketing)	3
MARK 352 - (Wine Marketing)	3
HOSP 133 - (Beverage Theory) <i>or</i> , MGMT 252 - (The Wine Industry)	3
MGMT 352 - (Wine Appreciation)	3
TRMT 398 - (Management of Wine Tourism)	3
Select <i>two</i> courses from the following three categories. Please note: each course must be from a different category. Consumer Behaviour HOSP 311 - (Consumer Behaviour: The Guest Experience) MARK 260 - (Buyer Behaviour) TRMT 311 - (Consumer Behaviour in Recreation and Tourism)	6
Entrepreneurship HOSP 421 - (Hospitality Entrepreneurship) MGMT 381 - (Entre/Intrapreneurship) TRMT 421 - (Entrepreneurship in Recreation and Tourism)	
Festivals TRMT 441 - (Management of Festivals and Special Events)	
Total Credits	21

Further Studies

Students who wish to continue on to the Business Administration, Hospitality Management, or Tourism Management diplomas or degrees should consult with the program's Degree Advisor.

Admission Requirements

- General admission requirements apply.
- Legal drinking age in the province of British Columbia.

Notes on Admission

- Principles of Mathematics 11 or Applications of Mathematics 11 with a "C" is recommended. Students without Mathematics 11 should consult the program coordinator.
- Preference will be given to candidates already enrolled in the Faculty of Management degree or diploma program.
- Students who meet or exceed the minimum admission requirements may not necessarily be admitted to the program if space is not available.

Career Opportunities

Developing a wine program at VIU is part of our vision to provide students credentials for entry into those careers influenced by the wine industry including (not limited to):

- Winery/Vineyard Management
- Retail Sales
- Wine Marketing Representative
- Restaurateur
- Hotelier
- Culinary
- Agri-tourism development
- Special Events

Start Date and Application Deadline

The program starts in September and applications are accepted between the first business day in October, and March 31. For further information regarding late applications and program contacts, check the Program Availability List.

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