

Subject	Marketing and Communication in the Wine and Spirits Industry
Credits US/ECTS	3/6
Teaching Language	English

Course introduction

Take your first steps in the world of marketing and communication in the Wine and Spirits Industry

Learning goals

Students will have the chance to learn the basics of Bordeaux Wine and other Wine & Spirits Brands through practice: How to create a wine, build a brand and communicate about wine and spirits using the latest tools available on the market such as apps, blogs or wine tourism!

Course detailed content

Product Basics

- Wine Tasting Class
- Workshop « Create you own wine »
- Wine Packaging design and Packaging Strategy in W&S

Branding strategies

- French Brands : Champagne, Cognac, Bordeaux
- International marketing strategy in W&S
- Digital Brand Strategy

Marketing & Communication tools

- Press Media and Influencers
- Wine Tech : Apps and Start-ups
- Wine Tourism : Great Wine Capitals network

Visits and Masterclass

- CIVB Organisation
- Visit of several famous Châteaux
- Visit of « La Cité du vin »
- Visit and History of Bordeaux

Examination

- 25% Participation
- 25% Group assignement
- 50% Final exam