



Small Winery Marketing Certificate

This program roadmap represents one possible pathway to complete the program. *Please see a counselor* to create an education plan that is customized to meet your needs. This roadmap is not a guarantee of course availability or financial aid applicability. For counseling appointments call 916.608.6510.

Total Units: 15

First Year

Semester 1

8.5 Units

COURSE	UNITS	PRE-REQS^	SEMESTERS OFFERED*
VITI 304 Wine Component Tasting, Hospitality and Service, and Food Pairing	3		F, S
VITI 306 Wines of California	1.5		F, S
MKT 300 Principles of Marketing	3		F, S
BUSTEC 363 Introduction to Electronic Spreadsheets	1		F, S

Semester 2

6.5 Units

COURSE	UNITS	PRE-REQS^	SEMESTERS OFFERED*
VITI 307 Wines of the Sierra Foothills	1.5		F, S
BUSTEC 332 Integrated Business Projects	3		F, S
WEXP 498 Work Experience in (Subject)	2		F, S

Notes

- This program offers comprehensive marketing and management training and workforce development to wine growers, vintners and tasting room operators in the El Dorado and Amador wine areas.

Career opportunities include:

- Winery tasting room coordinator
- Winery social media associate
- Winery event coordinator
- Winery customer relationship specialist

Catalog Year: 2024-2025

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