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 Advanced Business Applications	3		F, S
WEXP 498 ⓩ Work Experience in (Subject)	2		F, S

ⓩ At least one section of this course is offered with free textbooks and is labeled as zero textbook costs (ZTC). If it is a GE area class or elective, there may be several ZTC offerings to fulfill the GE requirement. Use the Free Textbook filter to find these courses. Learn more on the ZTC page of the college website.

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

Zero Textbook Costs (ZTC):

The Zero Textbook Costs designation and logo are added to any course that provides free access to all required instructional materials. These are typically shared with students through Canvas. Courses that are designated as ZTC may still require students to purchase supplemental materials such as lab coats, a calculator, art supplies, etc. See full definitions and searching tips on the Zero Textbook Costs page of the college website.