

Direct Marketing in Wine Business (EM1S5M22)

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| Program | PGE |
| Module / ECTS / Path / Specialisation | Module :Wine Marketing and sales : 17 ECTS. <ul style="list-style-type: none">• International Wine management and tourism |
| Discipline | Sales and Marketing |
| Year | 2019 |
| Semester | B |
| Open for visitors | yes (3 ECTS) |
| Available places | 35 |

Coordinator

Charlotte MASSA

Lecturers

| Instructor | Population | Email |
|-----------------|------------|----------------------------------|
| Charlotte MASSA | Population | charlotte.massa@em-strasbourg.eu |

Course format

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| Working language : | English |
| Volume of contact hours : | 24 h |
| Workload to be expected by the student : | 72 h |

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

This 24 hours course has two major objectives. Firstly, it provides an introduction to wine marketing terminology and concepts, including the steps in marketing strategy (STP process), the specific wine operational marketing and wine consumer behaviour. This course addresses consumer behaviours in order to understand what are their motivations, their purchase behaviour process as well as the major market trends in wine industry. Secondly, this course addresses the principles of multichannel retailing as well as the winery experience. Specific focus areas include the role of the winery cellar door in wine marketing/distribution and opportunities and challenges associated with eCommerce and Direct-to-Consumer (DTC) wine sales.

Educational organisation

In class

Lectures

In groups

Exercises

Projects

Oral presentations

Interaction

Discussions / debates

Assignments

Specific projects / case studies

Readings

Learning outcomes

Upon completion of this course, students should be able to :

- **Identify** the "Ps" of the wine marketing mix
- **Analyze** wine consumer behaviour
- **Develop** a wine marketing strategy and a retailing strategy
- **Describe** wine marketing process
- **Assess** the complex nature of the wine as a marketing product
- **Describe** a winery experience

Outline

Session 1 – Overview of wine marketing

Session 2 – Wine consumer behavior

Session 3 – Cellar door, retailing and e-commerce

Session 4 – Winery experience

Session 5 - Field trip

Prerequisites

Key concepts to understand :

Knowledge of :

NA

Teaching material

Documents in all formats

- Guide
- Newspaper articles
- Case studies

Additional electronic platforms

- Slideshows

Recommended reading

Major works :

Festa G., Cuomo M.T., Metallo G. and Festa A. (2016), The (r)evolution of wine marketing mix: from the 4Ps to the 4Es, *Journal of Business Research*, 69, 1550-1555.

Pine, J.B., & Gilmore, J.H. (1999). *The experience economy*. Boston, MA: Harvard Business Press.

Pitt L. (2017), Ten reasons why wine is a magical marketing product, *Journal of Wine Research*, Vol. 28, No. 4, 255-258.

Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1-3), 53-67.

Further reading :

Berman B. and Evans J.R. (2012), *Retail Management: A strategic approach*, Pearson.

Charters S. and Gallo J. (2014), *Wine Business Management*, Pearson.

Hall M. and Mitchell R. (2008), *Wine marketing: a practical guide*, Elsevier.

Research works by EM Strasbourg :

Ben Tahar Y., Haller C., Massa C. and Bédé S. (2018). Designing and creating tourism experience : adding value for tourists. In Sotiriadis M. (Eds.), *Handbook of entrepreneurship in tourism, travel and hospitality : skills for successful ventures*, Emerald.

Massa C. & Bédé S., (2018), A consumer value approach to a holistic understanding of the winery experience, *Qualitative Market Research: An International Journal*, forthcoming.

Assessment

Intermediate evaluation / continuous assessment 1 : last session

written + oral / in group / English / weighting : 60%

additional information : Report based on field trip.

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3

Final assessment : last session

written (90 min) / individual / English / weighting : 40%

This evaluation serves to measure LO1.1, LO1.2

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.