

International Wine Business Sales and Negotiation (EM1S5M26)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Wine Marketing and sales : 17 ECTS. <ul style="list-style-type: none">• International Wine management and tourism
Discipline	Sales and Marketing
Year	2020
Semester	B
Open for visitors	yes (4 ECTS)
Available spots	35

Coordinator

Nadia LELANDAIS

Lecturers

Instructor	Population	Email
Nadia LELANDAIS	Population	nlelandais@unistra.fr

Course format

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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Description

This 24 hours course help participants to understand how to define a global competitive Strategy of the Wine Business environment. It is dedicated to give participants awareness and understanding how to capture the unique customer Value and build up a superior customer relationship that applied to the wine sector. The objective is for participants to have the opportunity to develop their skills and acquire knowledge about the highly competitive and wine business environment and how to deliver value and sales force of excellence within an intercultural environment.

The course will incorporate readings. In addition, participants will be encouraged to actively participate in the course through class discussions and group presentations.

Educational organisation

In class

Lectures

Seminars

Presentations

In groups

Case studies/texts

Oral presentations

Interaction

Role play

Discussions / debates

Assignments

Individual projects (online assignments, video,)

Specific projects / case studies

Learning outcomes

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

- **Identify** the unique customer value and key components of the marketing applied to wine business environment;
- **Explain** purchasing decision and buying behavior by maximizing buyer value in global cultural environment;
- **Show** awareness how to capture this unique value and rethink selling process and dedicated Sales force organization in the wine industry in general and in the French Wine Industry in particular;
- **Demonstrate** ideas effectively, both orally and in writing in a business context
- **Operate** decision-making process in a critical way;

Outline

Session 1- Course Introduction + Capturing a global wine competitive Strategy

1. Marketing: Creating and Capturing Customer Value (luxé comparison)
2. Analyzing the Market Environment and Managing Information to Gain Customer Insights (Wine exemple)
3. Company strategy and Marketing Strategy: Partnering to Build superior Customer Relationships
4. Wine Products, Services and Brands: Building Customer Value - Connecting Product concept, selling concept and marketing insight focused on country of origin
5. Consumer Markets and Consumer Buyer Behaviour to Business Markets and Business Buyer Behaviour

Session 2 - Delivering value & sales force of Excellence

6. Rethinking Selling process and channel to capture value
 7. Retailing and Wholesaling: Delivering Customer Value
 8. Designing and organizing dedicated Sales force
 9. Redefine Selling to Create Customer Value
- RETHINKING THE SALES FORCE

Session 3 - Designing Sales training session for Excellence

10. Setting sales Objective
11. Preparation principles of sale visit - discovery & consulting
12. Art of selling - argument and commitment
13. Wine Specific Tools (accord mets/vins, Parker,)

Session 4 - Managing global Wine business negotiation

14. Understanding purchasing decision and buying behaviour and maximising buyer value in global cultural environment
15. Initiating Negotiation session

Session 5 - Building long term international business

16. Globalisation and marketplace evolution
17. Challenge for new products and markets : focus on China / USA potential

Session 6 - Case study with Sopexa group on China Market

Prerequisites

Key concepts to understand :

Knowledge of :

NA

Teaching material

Documents in all formats

- Syllabus
- Transparencies in paper format
- Case studies

Recommended reading

Major works :

- Kotler P. (2012) "Principles of marketing", Pearson-14th ed., p.188-215, p.288-485 Churchill, Ford, Walker (1993) "Sales Force management", Irwin inc, 4th ed.
- Rackham N., De Vincentis J. (1999) "Rethinking Sales force", McGraw Hill
- Ferraro P. (2002) "the cultural dimension of international business," Pearson, negotiating across culture p. 125-141
- Karel O. Cool, James E. Henderson (2010) "Experience and Learning in Wine Supply Chain Negotiations", Supply Chain Forum - International Journal
- Kapferer Jean-Noël, Bastien V., Kogan Page (2012), "The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands"

Further reading :

- <http://www.vitisphere.com/news-wine-english.html>
- <http://www.winebusinessnews.fr/>
- <http://www.winebusiness.com/news/>
- http://www.wine-business-international.com/129---en-top_navi-home.html
- <http://www.winebiz.com.au/dwn/>
- <http://wbmonline.com.au/news/>
- <http://www.northbaybusinessjournal.com/category/wine-industry/>
- <http://www.decanter.com/news/wine-news>
- <http://www.thedrinksbusiness.com/tag/wine/>
- <http://www.wine-searcher.com/dept/wine+news>

Research works by EM Strasbourg :

NA

Assessment

Intermediate evaluation / continuous assessment 1 : 11 December

oral (20 min) / in group / English / weighting : 50%

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

Intermediate evaluation / continuous assessment 2 : session n°On going

oral / individual / English / weighting : 50%

additional information : Individual evaluation - Readings and oral presentation - on going participatio

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

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.