

# Global Wine Markets (EM1S5M27)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :Wine Marketing and sales : 17 ECTS.</b> <ul style="list-style-type: none"><li>International Wine management and tourism</li></ul> <b>Module :UE 5 International Wine Marketing and Management : 9 ECTS.</b> <ul style="list-style-type: none"><li>MAE - Management du Tourisme</li></ul>
Discipline	Strategy
Year	2020
Semester	A
Open for visitors	yes (5 ECTS)
Available spots	35

## Coordinator

**Coralie HALLER**

## Lecturers

Instructor	Population	Email
Coralie HALLER	Population	coralie.haller@em-strasbourg.eu
Juan LO BELLO	Population	
Michel COUDERC	Population	

## Course format

Working language :	English
Volume of contact hours :	28 h
Workload to be expected by the student :	112 h

## Course track

Track : Attendance

<p><b>Attendance track :</b> 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 (<i>see Study and Examination Regulations</i>) and factored into the final grade (<i>see Assessment</i>).</p> <p><b>Autonomous track :</b> Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.</p> <p>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 (<i>apprentissage</i>). Attendance track must therefore be selected.</p>
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## 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.

Students will communicate ideas effectively, both orally and in writing, in a business context.

## Description

The wine production sector is going through a period of rapid change, especially at international level, resulting in a number of challenges for wine organisations. They have to consider not only the emergence of mass marketing and changes in consumption practices but also the important competitive density and the legislation, which differs from one country to another, when producing and selling their wines. There are also other constraints, more local, such as difficulties of settling down and transmission, land pressure or soils constraints (irrigation in particular). In this uncertain context, it seems necessary for wineries to understand their environment to be able to anticipate strategic issues they are facing or will be facing in the coming future

This course provides participants with a study of the international and the French Wine Business environment. It is dedicated to give participants awareness and understanding of strategic perspectives and unique challenges faced by organisations within the wine industry. The objective is for participants to have the opportunity to develop their skills and acquire knowledge about the highly competitive and changing wine business environment.

The course is conducted on an intensive mode in a 3,5 days seminar. Participants will be encouraged to actively engaged through class discussions and group presentations.

## Educational organisation

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In class

### Tutoring

In groups

### Exercises

### Projects

### Case studies/texts

### Oral presentations

Interaction

### Discussions / debates

## Learning outcomes

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

- **Describe** what are the major challenges faced by wine organisations within the global and French wine industry;
- **Recognize** the role played by different stakeholders in the French and Global wine business environment;
- **Discuss** what are the implications of major challenges for organizations related to the global wine business environment
- **Use** strategic Management tools to conduct a strategic analysis of the external environment of a wine market;
- **Appraise** the general and country-specific practices of wine monopoly markets;
- **Analyze** competitive environment of specific wine markets around the world
- **Develop** a critical thinking in solving problems related to wine business challenges;

## Outline

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DAY 1 - Monday 21st September 2020 - Coralie HALLER et Juan Antonio LO BELLO

Session Lecture content Online Use Assessment

Session 1

8h30-9h15 Introduction - Course Syllabus and assignments

Group building

Juan Lo Bello - About

Putting groups together + Assign market and wines to the groups + Set the scene of the role Assign teams of 3-4 students to breakout rooms on BBB

Student choose notetaker & spokesperson Attendance

Session 2

9h15-9h45 The Wine Map of France and Prowein Report 2019

- Map of France wine regions

- Introduction to the wines selected for International launch. Key facts

- Introduction to the "category" of the wines selected. Key facts.

Future Markets by Attractiveness BBB main conference room Attendance

Session 3

9h45-10h30 Coaching Groups working in breakout rooms on BBB Group Project 1

Session 4

10h45-11h30 Introduction to the Nordic Monopolies and Denmark BBB main conference room Participation

Session 5

11h30-12h Coaching Groups working in breakout rooms on BBB Group Project 2

Session 6

13h-14h Introduction to Japan, China and Hong Kong

BBB main conference room Attendance

Session 7

14h--14h30 Coaching Groups working in breakout rooms on BBB Group Project 3

Session 8

14h45-15h45 Introduction to Canada and the US markets BBB main conference room

Session 9

15h45-16h15 Coaching Groups working in breakout rooms on BBB Group Project 4

Session 9

16h30-17h30 Preparation for "Presentation Group Work" 17th November BBB main conference room Group Project 4

DAY 2 - Tuesday 22nd September 2020 - Coralie HALLER

Session Lecture content Online Use Assessment

Session 1

8h to 8.45 State of vitiviniculture world markets Main conference room Attendance

Session 2

9h to 10.30 The French Wine Industry: roles of, and interrelationships between various stakeholders Main conference room Attendance

Session 3

10.45 to 12hrs Coaching Groups working in breakout rooms on BBB Group Project 5

Session 4

13h to 13.45 Group Presentation Each spokesperson has 5-minutes to present ppt to entire class Group Project 5

Session 5  
14h to 15.15 Old world Vs New World of wine Main conference room Attendance

Session 6  
15h30-16h30 Main strategic business models  
PESTEL and Porter 5 forces Main conference room Attendance

Session 7  
16H30-17h Brainstorming session Main conference room Participation  
DAY 3 - Wednesday 23rd September 2020 - Michel COUDERC  
Session Lecture content Online Use Assessment

Session 1  
8h to-9.15 Wine making & selling costs and Wine pricing: cross analysis of wine business through collective cases studies discussed all together.  
Focus on marketing & collective actions. BBB main conference room Attendance

Session 2  
9.30 to 10.30 Groups cases studies - apply previous method and data (eventually completed) - coaching Groups working in breakout rooms on BBB  
Group Project 6

Session 3  
10.45 to 12hrs Group presentations and discussions Each spokesperson has 5-minutes to present ppt to entire class Group Project 6

Session 4  
13h to 13.45 The Rosé Wine market: Data and Key Success Factors  
Course introduction: Rosé wine specificities and big data BBB main conference room Attendance

Session 5  
14h to 14.45 The Provence Wine industry - facts and figures BBB main conference room Attendance

Session 6  
15 to 16hrs Groups cases studies: distributed with specific information on PPT slides, to be analyzed (eventually completed) - coaching Groups working in breakout rooms on BBB  
Group Work 7

Session 6  
16-17h Group presentations and discussions Each spokesperson has 2-minutes to present ppt to entire class Group Work 7

DAY 4 - Monday 16th November 2020 - Juan Antonio LO BELLO  
Session Lecture content Online Use Assessment

Session 1  
8hrs-9.30hrs Final Coaching In breakout rooms on BBB

Session 2  
9h45-12hr Group presentations BBB main conference room

## Prerequisites

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**Key concepts to understand :**

**Knowledge of :**

none

## Teaching material

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**Documents in all formats**

- Syllabus
- Worksheets
- Newspaper articles
- Case studies

**Software**

- Office Pack (Word, Excel, PowerPoint, Access)

## Recommended reading

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**Major works :**

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

**Further reading :**

- 1- Mariani, A., Pomarici, E. & Boatto, V. (2012) The International wine trade: recent trends and critical issues, Wine Economics and Policy, p.24-40.
- 2- Montaigne, E. & Coelho, A. (2012) Structure of the producing side of the wine industry: firm typologies, networks of firms and clusters, Wine Economics and Policy, p.41-53
- 3- Jeffords, A. (2010) New world versus old world success in global wine market by 2030, conference workshop on "The world's wine markets by 2030: terroir, climate change, R&D and globalization", Adelaide convention center

**Research works by EM Strasbourg :**

## Assessment

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**Intermediate evaluation / continuous assessment 1 : all through the sessions**

oral (20 min) / in group / English / weighting : 40%

**This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.2, LO2.3, LO4.1, LO4.2**

**Intermediate evaluation / continuous assessment 2 : all through the sessions**

oral / individual / English / weighting : 10%

additional information : Attendance and participation

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

**Final assessment : session n°exam week**

written (30 min) / individual / English / weighting : 50%

additional information : MCQ

**This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO4.1**

## Grounds for expulsion from classes

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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.