

The Advisory Board



"Dr." Bill Sysak
Certified Cicerone®
CEO & Co-founder
Wild Barrel
Brewing Company



Greg Koch
Certified Cicerone®
Co-founder
Stone Brewing Co.



Jake Nunes
Certified Cicerone®
Tasting Room Manager
North Park Beer Co.



Dave Adams
Certified Cicerone®
Vice President
of Hospitality
Green Flash



Scot Blair
Certified Cicerone®
CEO & Co-founder
South Park Brewing
& Hamilton's Tavern



Andrew Wilde
Brand Manager
Karl Strauss
Brewing Co.



Matt Johnson
General Manager
Bay City Brewing



**Candace L. Moon,
Esq.**
Craft Beer Attorney
Partner, Dinsmore &
Shohl LLP

Student Testimonials

"After 23 years in corporate America, I simply decided it was time to pursue a passion. ... From front-of-the-house insights taught by Dave Adams, to learning how we enjoy and interpret beer by Dr. Bill, all played very important roles in building my business."



**Chris Duncan, Owner,
The Brewers Tap Room, Encinitas**

"I wanted to be part of this amazing family [the craft beer industry] ... My goals were to learn about the fundamentals of beer and meet more people who were either in the industry or, like me, wanting to get in. ... This [program] was the catalyst for defining my business and starting it."

**Joey Jubran, Owner,
Hoppy Beer Gear**



SAN DIEGO STATE
UNIVERSITY
Global Campus

Professional Certificate in the Business of Craft Beer



SAN DIEGO STATE
UNIVERSITY
Global Campus

For additional information, please
email globalcampus@sdsu.edu or
call (619) 594-7700.

[neverstoplearning.net/
craftbeer](http://neverstoplearning.net/craftbeer)



SDSU Research Foundation Program



neverstoplearning.net/craftbeer

Our Mission

To educate and support the craft beer community — both locally and globally — through a Business of Craft Beer Professional Certificate that advances personal and industry growth.

The SDSU Professional Certificate in the Business of Craft Beer

Level I Certificate

Successfully complete six courses.
Can be completed in one academic year.

Level II Certificate

Successfully complete nine courses.
(Level I + three courses)
Can be completed in 1.5 academic years.

Proud Members



Courses

Offerings vary each semester.
Classes are held at SDSU and local breweries.

- ◆ Exploring Craft Beer*
- ◆ Beer Styles I and II
- ◆ Brewery Startup I and II
- ◆ Marketing Craft Beer
- ◆ Brewing Basics
- ◆ Craft Beer and Food Pairing
- ◆ Front of the House Management
- ◆ The Business of Distribution
- ◆ Draught Systems I and II
- ◆ Finance
- ◆ Beer and Wine: Service and Selling

Professional Advancement

Courses prepare you for the Cicerone® Certified Beer Server Exam and Beer Judge Certification Program.

Sessions & Classes

Sessions are 3–8 weeks, and classes are held once a week, 6–9 pm or Saturdays, 9 am–4 pm.

Exploring Craft Beer is recommended as the first course in the series and is required for certificate completion.

It is also the prerequisite to these courses: Beer Styles I and II, Brewing Basics, Craft Beer and Food Pairing, and Draught Systems.

**Students who complete the first course will be eligible to take the Cicerone® Exam at a discounted rate of \$29. (Regular rate is \$69)*

Must be 21 or older to participate in SDSU's Craft Beer programs.



Additional Learning Opportunity

Craft Beer Seminar Series

In addition to the certificate program, students can participate in one-day workshops, taught by guest lecturers and program instructors, covering industry hot topics. Visit the website for details.

neverstoplearning.net/craft-beer-workshops

