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What will I learn in SDSU's Business of Wine Program?

The SDSU Global Campus program focuses on lectures and tastings that will educate you on the following but are not limited to: grape varietals, the production of wine, wine-specific marketing, importing and distribution, deductive tasting, selling, and upselling. The certificate program is valuable for seeking employment in a variety of roles in the wine industry.

How many courses can I enroll in? Do I need to register for the entire program, or can I take courses individually?

You can take as many courses as you want! You can choose to take one or two courses individually, or you can take all the required courses to earn your professional certificate.

Want to Learn More?

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

How do I earn a Professional Certificate?

To earn your Professional Certificate, you must complete four (4) Core Courses, two (2) Elective Courses, and three (3) Intensive Courses. You can complete your certificate in as little as 1 year.

I want to learn everything about wine. Can this program help me?

We want you to learn everything about wine too! This program is ideal for anyone wanting to learn more about wine — from wine enthusiasts to those looking for a natural continuation for industry certifications.

Wine is a living thing and SDSU strives to provide courses for continuing education. New courses and experiences are announced periodically. Please check our social media pages for details.

Do I have to complete Exploring Wine before enrolling in other courses?

We recommend that you take **Exploring Wine** first, as it is designed as an introduction to the program. However, you may enroll in multiple courses throughout the term while taking **Exploring Wine**.

Are there any ways that I can connect with the program and see what students and instructors are doing?

You can follow SDSU Wine on Facebook and Instagram, where we highlight alumni success stories, post job openings for our students, and promote volunteer opportunities to help get you connected and network in the industry.

How will this certificate help me succeed in the wine industry?

According to the Wine Institute, there are currently 786,000 jobs generated nationwide by California wine, including 325,000 jobs within California. Those numbers are projected to grow by 16% over the next decade. To meet this demand, the industry needs well-trained professionals with expert business and marketing skills. Demand for sommeliers, winemakers, and viticulturists who can also offer a versatile set of wine business skills and a thorough understanding of the wine business has never been more desirable.

We update the course content each term to keep up to date with the latest wine industry changes. This program will provide you with the educational experience you need to sit for industry exams, and it will also give you the professional experience you need to succeed in a variety of wine-related career paths.

Will I become an expert in a wine region after taking one of the three-week Intensive Courses?

Learning about wine extends beyond the classroom and requires further study. Our Intensive Courses are designed to help you take a deeper dive into a specific wine region, which can serve as a starting point for you to explore the region further. Even our instructors, who all hold multiple industry certifications, continue learning about each region as wine is a living industry that continues to evolve with wine laws, wine styles, and emerging regions.

I'm a wine enthusiast. What if I just want to learn more about how to pair wine at dinner? Are these classes for me?

Absolutely! You'll be able to develop your knowledge of wine just by learning about your favorite varietal. As you are introduced to unique varietals from all over the world, you'll want to take more classes. We also focus on food pairings, tasting abilities, and other skills you can use to enjoy wine more thoroughly.

Does this program focus on viticulture?

You'll be able to take a viticulture-related course called **Vineyard Management**, which is designed for budding vineyard managers, as well as sommeliers, home winemakers, wine connoisseurs, and wine sales representatives. The course focuses on wine grape growing and its importance to quality winemaking, as well as agriculture matters related to vineyard management and the economics of running a successful vineyard.

Other topics include viticulture history (global and local); vineyard considerations and management; exploration of wine grape varieties and clones; considerations of soils, climate, terroir, and sunlight; and the final processing of the grapes as they become wine. The course concludes with a virtual tour of a vineyard/winery in the Temecula/Riverside area or San Diego County Wine Regions, which includes a tasting, showcasing wine grapes at their finest.

In addition, we have several other courses that focus on viticulture, including **Wine Making Behind The Scenes** and **Wine Flaws and Faults**.



Pam Schwartz

Instructor, Dynamic Wine and Food Pairing Certified Sommelier, General Manager, Ranch 45

Can I complete this program in less than a year?

While you can take as many courses as you like, you can earn your Professional Certificate in as little as one year.

Is there Financial Aid?

This program is eligible for tuition assistance through the New Federal Workforce Innovation and Opportunity Act (WIOA). Please visit the neverstoplearning.net/workforce to learn more about the San Diego Workforce Partnership program.

Can I apply my military benefits to cover tuition?

Please contact the Joan and Art Barron Veterans Center at veterans@sdsu.edu to find out about the current policy regarding tuition coverage.

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Does *Exploring Wine* help you with the Introductory Sommelier certificate exam? Can I take it with SDSU?

Yes, you can pass your Level I certification after completion of *Exploring Wine*. SDSU does not proctor the exam.

Are future schedules available?

A variety of core courses and intensives will be offered each term. Please visit neverstoplearning.net/wine for the latest course schedule.

Is this program open to the public?

Yes. You need to be at least 21 years old to enroll in our classes.

Is this program offered online?

Our wine certificate program features both virtual and in-person classes. In-person courses are held on SDSU's campus, as well as on-site at local wineries and restaurants. Please consult the individual course descriptions for details.

Can I earn academic credit for taking these courses?

The Business of Wine program is non-credit. Upon completion of all requirements, you will receive a Professional Certificate in the Business of Wine from SDSU Global Campus.

Are there any career placement services available to students?

Exclusive volunteering and jobs are shared on social media and emails directly to your inbox.

What career paths can I take after the program?

The program will prepare you to take on a variety of careers throughout the world of wine. Many of our students develop careers as sales representatives, wine marketing specialists, winemaking team leaders, tasting room managers, and retail buyers. You'll also gain an introductory background in winemaking and vineyard management which will be beneficial to your overall understanding of the wine industry. You'll have the opportunity to build a solid foundation that you can use to continue your studies or begin your career in many areas of this exciting industry.

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