

# Business of Wine Program FAQ's



## 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 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.

## I don't have a lot of wine education experience. Will this program be useful for a beginning student?

Yes! This program is for anyone who has a passion to learn about wine. No prior wine education is required to enroll.

## I already possess some type of wine industry certification. Should I start with *Exploring Wine*?

Yes. *Exploring Wine* is taught by an Advanced Sommelier, and it is highly recommended to start with this foundational course. *Exploring Wine* touches on wine and food pairing, deductive tasting, and other relevant practical skills, and it will prepare you for SDSU's intensive courses and business classes.

## How do I earn a Professional Certificate?

In order to earn your Professional Certificate, you must complete four (4) Core Courses, two (2) Elective Courses, and three (3) Intensive Courses. The certificate can be completed in as little as 1 year and costs \$2,541.

## 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.

## 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*.



**Maurice DiMarino**

Instructor, *Sensory Evaluation, Intensive: South American Wines*  
Certified Sommelier, Cohn Restaurant | Group Beverage Director

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

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## 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?

Recently, the wine industry has experienced robust growth, with industry revenue expected to increase an annualized 7.1% to \$24.1 billion, including estimated growth of 3.8% in 2018 alone. With this growth, the industry is in need of 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 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.



Pam Schwartz

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

## 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.

## 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.

## 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 working vineyard/winery in Temecula, which includes a tasting, showcasing wine grapes at their finest.

## 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.

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## Is there Financial Aid?

Financial aid is not available to students at this time.

## Can I apply my military benefits to cover tuition?

Please contact the **Joan and Art Barron Veterans Center** at [veterans@sdsu.edu](mailto:veterans@sdsu.edu) to find out about current policy regarding tuition coverage.

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

Yes, a student can complete a 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](http://neverstoplearning.net/wine) for the latest course schedule.

## Is this program open to the public?

Yes. All students must be at least 21 years old to enroll in our classes.

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

## What time do the classes meet?

Due to COVID-19 concerns, all classes will be held virtually until further notice. Classes are held either live on Zoom, or as pre-recorded lessons on SDSU's Canvas platform. 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. Our students become sommeliers, winemakers, vineyard managers, wine sales representatives, wine marketing specialists, winemaking team leaders, tasting room managers, retail buyers, and more. You'll also be introduced to the business aspects of winemaking and vineyard management, which will allow you to further explore other courses in these professions.