

**GEORGE MASON UNIVERSITY**  
**College of Education and Human Development**  
**School of Sport, Recreation, and Tourism Management**

PRLS 480 Introduction to Wine and Craft Beverage Management  
3 credits  
Spring 2022

**Faculty**

Name: Frank R. Kuhns, MBA  
Office Hours: By Appointment  
Office Phone: 703-967-3614  
Email Address: fkuns@gmu.edu

**Prerequisites/Corequisites**

None

**University Catalog Course Description**

Provides students the knowledge and operational functions, strategies, and practical skills necessary for opening, managing, and operating wine and microbrewing industries. This course introduces a distribution and sales plan, development of a marketing and sales strategy, regulation and compliance issues, the opportunity to earn a Cicerone certificate, and organizational management of events for wineries or breweries.

**Course Overview**

This course will consider the characteristics of beer, wine, cider, mead and distilled spirits. The history and evolution of craft beverage from the original origin to present day. The class will cover tourism related environmental, economic, and cultural tourism that surround craft beverage. Each student will study and take the entry level Cicerone Certification.

The professor will deliver information through lectures/presentations; readings from general print and online journals; and on-site venue visits. The course is also delivered in a variety of ways including lectures and in class presentations, peer reviews, research groups, guest speakers, field trips, writing assignments and hands-on experiences partnering with local businesses.

The objective is threefold: to encourage a collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as their instructor(s) are; and to encourage analysis and critical thinking. Thus, students are held to the standards of the George Mason University Honor Code. They are expected to attend all classes, actively participate in class discussions, complete in-class or take-home exercises and fulfill all assignments. **Assignments must be turned in at the specified time and date due via Blackboard or no credit will be given.** Detailed information about course rules, course requirements and evaluation will be provided separately in class.

**Course Delivery Method**

This course will be delivered hybrid (1-75% online) using an asynchronous format and a face-to-face format with classroom lectures and field trips to craft beverage venues. Students will use Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on [Day and/or Time].

**Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.**

### *Technical Requirements*

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with standard up-to-date browsers. To get a list of Blackboard's supported browsers see:  
[https://help.blackboard.com/Learn/Student/Getting\\_Started/Browser\\_Support#supported-browsers](https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#supported-browsers)  
To get a list of supported operation systems on different devices see:  
[https://help.blackboard.com/Learn/Student/Getting\\_Started/Browser\\_Support#tested-devices-and-operating-systems](https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#tested-devices-and-operating-systems)
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.

### *Expectations*

- Course Week:  
Our course week will begin on the day that our synchronous meetings take place as indicated on the Schedule of Classes.
- Log-in Frequency:  
Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 2 times per week.
- Participation:  
Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence:

Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.

- Technical Issues:

Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.

- Workload:

Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.

- Instructor Support:

Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.

- Netiquette:

The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.

- Accommodations:

Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

## Objectives

This course is designed to enable students to do the following:

1. Describe the impact of craft beverage.
2. Demonstrate a knowledge of emerging trends in the craft beverage industry.
3. Analyze the history of craft beverage including the impact and effects of probation.
4. Evaluate the principles of venue management (breweries, wineries, distilleries).
5. Practice the basic steps and principles of operating a craft beverage venue.
6. Compare and contrast differences in the craft beverage industry.
7. Review high-level legal, federal, state and county regulations to a venue.
8. Evaluate and study for the entry level Cicerone Certification

## Professional Standards

Upon completion of this course, students may have met the Cicerone certification.

## Required Texts

Readings will be provided by the instructor.

## Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor.

This course will be graded on a point (and NOT on a percentage) system, with a total of 100 possible points. There are 5 grading requirements: (1) participation; (2) projects; (3) field trips; (4) group business plan; and (5) Cicerone Certification. All assignments must be submitted on Blackboard. Each requirement is briefly introduced below.

### Assignments, Examinations

- **Participation (30 points):**

A. **Class attendance:** (10 points) You are required to attend class. Excused absences will require a note from a qualified professional. Missed field trips will automatically result in the loss of ten participation points.

B. **In-class participation:** (20 points) This course requires extensive discussion about the subject material. Therefore, you are expected to speak in class, share your thoughts on the topic and participate in-group discussions. Field research is acceptable and students should set up Google alerts to be notified about the craft beverage industry.

- **Weekly Industry Article Review (20 points):** Students will be required to read industry publications from Google alerts. A list of approved publications is provided on Blackboard.

The class will review “real-time” events happening in the craft beverage industry. The first 30 minutes of each class, we will review articles from publications. We will review:

- a. What is the overall premise of the article?
- b. Explain multiple points of view?
- c. What is the message that the author is trying to communicate?
- d. How well is this message received? Why?
- e. Conclude with a thesis statement - A good thesis statement should include your reflection on the ideas, purpose, and attitudes of the author.

Explain how this article relates to craft beverage:

- f. Identify any supply-side implications.
- g. Highlight any demand-side implications.
- h. Justify how does this article illuminates the importance of beverage tourism

Describe a food tourism product the author would support using the marketing mix

- i. Product
- j. Price
- k. Distribution
- l. Promotion

**Conclusion**

- m. What would you change about the article? What was missing?
  - n. Describe food or tourism trends that fit into the author's thesis
  - o. How does the article you read impact food trends in general, and food tourism specifically?
- **Group Verbal Review (25 points)**
  - **Group Business or Marketing Plan (25 points)**

Groups will present their business plans at the end of the semester and projects will be graded by fellow students. The business plan will consist of the following:

- Executive Summary
- Company Description
- SWOT Analysis
- Market Analysis
- Marketing and Sales
- Financial Projections
- Funding

**Course Performance Evaluation**

<b>Requirements</b>	<b>Points</b>
<i>Attendance and Participation</i> - In class participation (30 points)	30
<i>Weekly Industry Article Review</i>	20
<i>Group Verbal Review</i>	25
<i>Group Business or Marketing Plan</i>	25
<b>TOTAL</b>	100

**Grading Scale**

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	F = 0 – 59

## Class Schedule

Week	Topic/Learning Experiences	Readings/ Assignments
Week 1	Introduction to the course. Cicerone Certification Introduction to Craft Beverage and Tourism	Article / Journal Discussion
Week 2	Understanding pre/post Prohibition Introduction to CANVA	Journal Discussion
Week 3	Understanding Wine	Wine Article / Journal Discussion
Week 4	Field Trip - Brewery (Settle Down Easy Brewing)	
Week 5	Creating content for a Craft Beverage	Guest Speaker / Journal Discussion
Week 6	Visit Fairfax (Guest Speaker TBD)	Guest Speaker / Journal Discussion
Week 7	Open a brewery	Article / Journal Discussion
Week 8	Spring Recess: No Class	
Week 9	Review the Cicerone Certification	Article / Journal Discussion
Week 10	Craft Beer Sales - Guest Speaker Abby Young - Sales Representative at Port City Brewing	Guest Speaker / Journal Discussion
Week 11	Codes, Laws and Zoning to open a Craft Beverage Business	Article / Journal Discussion
Week 12	Field trip – Jasper Yeast	Guest Speaker
Week 13	Group Verbal Review	Student Presentation
Week 14	Cicerone Exam	Exam

Week 15	Group Business & Marketing Plan Presentation	Student Presentation
---------	--	----------------------

*Note:* Faculty reserves the right to alter the schedule as necessary and will notify students if changes are made.

### **Core Values Commitment**

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

### **GMU Policies and Resources for Students**

#### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

#### *Campus Resources*

- Support for submission of assignments to VIA should be directed to [viahelp@gmu.edu](mailto:viahelp@gmu.edu) or <https://cehd.gmu.edu/aero/assessments> . Questions or concerns regarding use of Blackboard should be directed to <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

**Notice of mandatory reporting of sexual assault, sexual harassment, interpersonal violence, and stalking:**

As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

**For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/>**

