



# WINE MARKETING

**INTENSIVE COURSE: 17th TO 21st SEPTEMBER 2018**



## Wine Marketing

For the first time, the School of Marketing at the University of South Australia is offering Beijing Normal University students an opportunity to study wine marketing at UniSA. Sign up now for this state-of-the-art course taught by our world-famous marketing experts.

In this intensive five-day course, you will be immersed in the latest knowledge and come away with evidence-based insights that will change the way you market your brands. This course offers guest lectures from industry experts and a full-day study tour in one of South Australia's iconic food and wine regions.

Based on the fundamental concepts from international bestseller *How Brands Grow*, expand your expertise with the latest evidence-based research into wine marketing.

## What will I study?

The aim of this course is to introduce students to the fundamental concepts marketing managers in the wine sector should be familiar with, and to show how these concepts can be applied in practice.

From this course students should gain a sound overview of:

- Introduction to wine marketing;
- Consumer purchasing behaviour for wine & spirits;
- The key concepts of physical and mental availability leading to brand growth;
- The structure, advantages and disadvantages of different routes to market, including on-premise, off-premise, direct sales, and e-commerce;
- How to build a presence on-line;
- The fundamentals of negotiation with channel partners.

The course comprises four days of lectures, followed by a winery tour.

## Course dates

17th – 21st September 2018

Closing date for registrations: 15th August 2018

Location: Adelaide, South Australia

## What does it cost?

Fees apply as follows:

Cost: \$1980.00 (GST included) plus optional Wine tasting and dinner for \$100 (GST included).

The fee includes tuition, study materials, access to on-campus facilities including the library and UniSA internet and winery tour on day five.

Please note: The fee does not include most meals, other transport and optional social activities. Travel and living expenses are at your own cost. An additional fee of \$100 AUD applies to students participating in an optional wine tasting and dinner.

## How do I apply?

Students from exchange partner, Beijing Normal University, are invited to apply via the online application form: <http://i.unisa.edu.au/students/business/exchange/wine-marketing/program-registration/>

You will receive a certificate of completion for participation in this course. If course assessment is undertaken you will also receive a grade notice. The value of this course, if completed with the assessment is 4.5 units. Credit may be awarded by your home institution and is subject to their discretion.