

Beverage Sales & Marketing Management - B.S.

Beverage Sales & Marketing Management bachelor's degree program is a unique joint college degree among the College of Hospitality Management, the College of Business and the College of Food Innovation & Technology. It combines the strengths of two benchmark JWU programs, preparing students for careers in the exciting field of sales and marketing in the beverage industry. Students learn core lessons in hospitality and business management, develop a foundation of knowledge in sales and marketing, and gain advanced knowledge of a wide variety of beverages. Students have the opportunity to choose a specialization in wine or in beer, mead and cider. The program prepares students for careers as suppliers, importers and wholesalers and in the direct-to-consumer beverage world.

Upon completion of this program, graduates are expected to:

- Apply knowledge of beverage characteristics to develop customized beverage sales and marketing programs.
- Communicate effectively in beverage sales and marketing environments.
- Formulate strategic sales and marketing plans for local, national and/or global brands.

Upon completion of the Wine Sales specialization, graduates are expected to:

- Differentiate and describe the characteristics associated with wine styles from around the world for purposes of creating sales and marketing strategies.

Upon completion of the Beer, Mead, Fruit Wines, Cider Sales specialization, graduates are expected to:

- Differentiate and describe the unique characteristics and attributes associated with beer, mead, fruit wine and cider for purposes of creating sales and marketing strategies.

Online students must be of legal drinking age; 21 years of age in the US or of minimum legal drinking age in the country where they are attending the course. Please note that we periodically ask students to provide us with a government ID showing their date of birth.

Beverage Sales & Marketing Management

A four-year program leading to the bachelor of science degree

Business Foundations		
ACCT2150	Accounting for Hospitality Service Organizations	3
ACCT3150	Financial Management for Hospitality Service Organizations	3
LAW2005	Hospitality Law	3
Major Courses		
CUL2010	Foundations of Fermented Foods	3
CUL3020	Foundations of Wine	3
CUL3092	Brewing Arts	3
CUL3093	Coffee, Tea and Non-alcoholic Beverage Specialist	3
CUL4045	Spirits and Mixology Management	3
FSM1001	Introduction to the Food & Beverage Industry	3
FSM2007	Food and Beverage Technology & Application Systems	3
FSM2055	Beverage Appreciation	3
FSM3060	Front of the House Operations Management	3
FSM3080	Food & Beverage Marketing and Distribution	3
FSM4070	The Business of Alcohol Distribution, Retail and Sales	3
HOSP2040	Human Resources Management in Service Organizations	3
MRKT1001	Marketing Foundations	3
MRKT1011	Key Account Management	3
MRKT2050	Marketing Research	3
MRKT3005	Brand Marketing	3
MRKT3045	Social Media Marketing	3
MRKT4055	Global Strategic Marketing	3
Related Professional Studies		
CAR0010	Career Management	1
FYS1020	First-Year Seminar	1
A&S Core Experience		
Communications Foundation Courses		
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		
		6

Two ILS courses, one at the 2000 level, and one at the 4000 level

Arts and Humanities		6
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT or REL		
Mathematics		6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		3
One course from BIO, CHM, PHY or SCI		
Social Sciences		6
ECON1001	Macroeconomics	
One course from ANTH, GEND, LEAD, PSCI, PSYC, RES or SOC		
A&S Electives		6
Two courses with an EASC attribute		
Free Electives #		
15 credits selected from 1000-4999 numbered offerings within the university		15
Total Credits		122.0
Wine Sales Specialization		15
CUL4020	New World Wines	
CUL4030	Old World Wines	
CUL4185	Sommelier Capstone	
FSM4880	Beverage Operations Management	
Choose 3 credits from the following:		
COHM4799	College of Hospitality Management Internship	
DEE3999	Directed Experiential Education ^D	
Beer, Mead, Fruit Wines & Cider Sales Specialization		15
CUL3082	Exploring Mead and Honey	
CUL3900	Exploring Ciders and Fruit Wines	
CUL4080	Beer Sommelier Capstone	
FSM4880	Beverage Operations Management	
Choose 3 credits from the following:		
COHM4799	College of Hospitality Management Internship	
DEE3999	Directed Experiential Education ^D	

^D Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

NOTE: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math course(s).

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied and scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?