



## ACADEMIC PROGRAMS

### *Wine Trade and Tourism Minor*

The Wine Trade and Tourism minor, offered through the CWU Recreation and Tourism program, is designed for students currently pursuing a degree in marketing, public relations, business administration, tourism, accounting, communications, or similar majors.

This cross-disciplinary program prepares graduates for employment in many areas of the wine industry including tourism, hospitality services, wine sales and marketing, retailing, e-commerce, and tasting-room and event management.

*“The cross-pollination inherent in this program is very effective at providing the widest possible variety of opportunities and career paths.”*

— John Schultz, President, WineSquire.com

#### **REQUIRED COURSES**

- GWS 302 Fundamentals of Viticulture and Enology (4 credits)
- GWS 303 Major Wine Regions of the World (4 credits)
- GWS 304 Wine Marketing and Branding (4 credits)
- GWS 406 Professional Wine Analysis (3 credits)
- RMT 330 Principles of Retailing (4 credits)
- RMT 350 Retailing and E-Commerce (4 credits)
- RMT 467 Retail Management (4 credits) or RT 490 Cooperative Education (1-12 credits)

#### **In addition, choose three of the following courses with advisement:**

- RT 405 Hospitality Catering (3 credits)
- RT 471 Tourism Planning and Development (3 credits)
- RT 473 Air Travel and Tourism (3 credits)
- RT 480 Tourism Administration (4 credits)

#### **Total credits: 39-43**

NOTE: The Wine Trade and Tourism minor includes the Wine Trade Professional Certificate. Students must be fully matriculated at CWU in order to enroll in this program. Required courses are subject to change.