

Subject Name	Brand Management and Communication in Wine Business
Subject Code	HTM558
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	HTM534: Managing Marketing in the Hospitality and Tourism Industry

Subject Description:

The subject will teach students brand management and communication specifically to the wine industry. Specifically, it will enable students to:

1. understand the wine consumer segments, distribution channels, product differentiation, pricing strategies, and building a premium wine brand for the future;
2. critically review current wine branding practices using case study examples, and related articles;
3. apply the students understanding to promote a successful wine business through simulation exercise;
4. experience the process of preparing a properly constructed brand market analysis for a specific winery.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

- A. obtain and apply an in-depth understanding of the brand management and communication in wine businesses.
- B. communicate appropriate brand management knowledge and skills to be competent managers in a changing wine industry.
- C. have a detailed understanding of the activities, scope and performance of functional management areas with reference to the wine industry.

Assessment Weighting:

Continuous Assessment 100%

Indicative Content:

1. Introduction to Branding
2. The Wine Consumer
3. Market Consideration
4. Wine Advertising and territorial branding
5. Product Differentiation
6. Bottle Design and Labeling
7. Distribution Channels and strategies
8. Distribution Strategies
9. Market Element Integration
10. Brand value and Positioning
11. Wine Marketing Simulation
12. Wine Branding for the Future
13. Simulation Presentation