

WINE BUSINESS MANAGEMENT CERTIFICATE

ONLINE

The online Certificate in Wine Business Management builds and strengthens comprehensive knowledge of wine business fundamentals, including wine commerce and trade, marketing and sales, finance and accounting, e-commerce, business issues associated with viticulture and winemaking, and regulatory issues.

DURATION:	+/- 12 Months
PROGRAM START:	Winter, Spring, or Fall
LOCATION:	Online
WORK EXP. REQUIRED:	None



COURSES REQUIRED:

FOUNDATION LEVEL:

Introduction to Wine Business

INTERMEDIATE LEVEL: *

Survey of Key Drivers in a Wine Business

ADVANCED LEVEL (CHOOSE TWO): *

Direct to Consumer Marketing & eCommerce

Wine Sales Management

Wine Production & Operations from a Business Perspective

Strategic Wine Marketing

Financial Management & Strategy

* Successful completion of the Foundation and Intermediate courses fulfills the two-year industry experience requirement for admission to the Sonoma MBA in Wine Business, Sonoma Executive MBA in Wine Business, and Global Executive MBA in Wine Business programs.



It is very useful to understand the U.S. market. As a fourth generation vintner, the Wine Business Management program is helping me to become a top winemaker. I now understand what is important in planning and designing a wine project or business."

**Andres Vignoni, Class of 2018
Winemaker, Viña Cobos, Argentina**

Grow your Expertise

707.664.3235

winebiz@sonoma.edu

sbe.sonoma.edu/winebiz

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Wine Business Institute
School of Business and Economics

