Course title:

French wine & Champagne: a focus on the ecosystem

Staff responsible for the course:

Romain VESSE-LETOFFE

Lecturers:

Romain VESSE-LETOFFE
Gwarlann DE KERVILER

1) COURSE PRESENTATION

Aims:
Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.
You must fill in the field under the format "the student should be able to…" using action verbs such as define, realise, control… (This description should not take more than ten lines)

At the end of the course, the student should be able to:
- know French wine industry organization.
- know wine marketing.
- know how to sell wines.
- know general legislation about wine.

Prerequisites:
You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.
Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). (This description should not take more than five lines)

There is no pre-requires for this course. Students do not need to have a wine culture to follow this course.

Course contents:
Here, an abstract of the course can be given or the different chapters of the course can be simply written down.
(The description should not take more than ten lines)

This course will allow you to get a structured knowledge on French wine industry linked to marketing.
This course gives you first reflexes, first knowledge about French wine: it is an introduction of this broad subject.

1. French wine industry
- Numbers
- Wine distribution channel

2. Wine marketing
- History of the gastronomy history including the place of wine in the national heritage
- Marketing of the wine industry including digital one

3. Sales techniques
- Wine tasting session animation

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
Effective presence		
- *Magistral Course*		
- *Interactive Course*	16	+4h of corporate sessions
- *Tutorials*		
- *Coaching*		
- *PBL Course*		
Training from a distance		
- *Video-conferences*		
- *Webinars*		
Self-learning		
- *Books 'readings*		
- *E-learning*		
- *Research*		
Outdoors-training		
- *In firms*		
- *Internship*		
Personal work		
- *Group Projects*		
- *Individual Projects*		
- *Personal work*	20	
Total working time for the student	*40*	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

☐ Coaching
☒ Case Study
☐ E-Learning and/or Self-learning
☒ Interactive courses
☒ Presentations
☒ Projects
☐ Research
☐ Seminars
☐ Tutorials
☒ Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).
You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

Participation will be evaluated during the entire interactive course. Lectures will be given before sessions to discuss and debate about them. There will be 2 MCQ to verify knowledge with an open question for each MCQ. What's more, a group assignment will be asked.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
Continuous assessment	Continuous assessment			
	Mid-term exam			
	Participation			20
	Oral presentation			
	MCQ			
Final exam	Oral final exam			
	Written final exam			20
Others	Case study			
	Group Project			
	Individual Project			
	Written assignment			
	Exercises		2	60
Total				**100%**

5) RECOMMENDED READING

Name of books (indicate only three or four must-read references) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :

Reviews :

Internet Resources:
Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL