GEORGE MASON UNIVERSITY
School of Sport, Recreation and Tourism Management.

PRLS 480: Introduction to Wine and Craft Beverage Management   (3credits)
Fall 2021

DAY/TIME: Hybrid course delivery format
                         Tuesdays 3:00-4:15 p.m
                         Weekly remote lectures

Location: Innovation 135

INSTRUCTOR: Mr. Frank R. Kuhns, MBA
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                         frank.kuhns@sdebrewing.com

FACULTY
Name: Frank R. Kuhns
Office hours: By Appointment
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University Catalog Course Description
Selected topics reflect interest in specialized area of tourism and event management and the introduction to craft beverage

Course Overview
This course will consider the characteristics of beer, wine, cider, mead and distilled spirits. The history and evolution of craft beverage from the original origin to present day. The class will cover tourism related environmental, economic, and cultural tourism that surround craft beverage. Each student will study and take the entry level Cicerone Certification.

Course Delivery Method
This will be an asynchronous delivery class involving classroom, virtual, and field trips to craft beverage venues. The professor will deliver information through: lecture/presentations; general print and online journals; and on site venue visits. The course is also delivered in a variety of ways, such as lecture presentations, in class presentations, peer reviews, research groups, guest speakers, field trips, and writing assignments. The objective is threefold: to encourage collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as their instructor(s) are; and to encourage analysis and critical thinking. Thus, students are held to the standards of the George Mason University Honor Code. They are expected to attend all class sections, actively participate in class discussions, complete in-class or take-home exercises and fulfill all assignments. **Assignments must be**

turned in at the specified time and date due via Blackboard or no credit will be given.
Detailed information about course rules, course requirements and evaluation will be provided separately in class.

Lecture Format - Flex - Classroom, Virtual, and Venues

Learner Outcomes or Objectives
Upon completion of this course students should be able to:

1. Summarize the impact of craft beverage
2. Demonstrate an awareness of emerging trends in the craft beverage industry
3. Analyze the history of craft beverage including the impact and effects of probation.
4. Evaluate the principles of venue management (breweries, wineries, distilleries)
5. Understand the basic steps and principles of opening a craft beverage venue.
6. Compare and contrast differences in the craft beverage industry.
7. Review high-level legal, federal, state and county regulations to open a venue.
8. Group projects for Settle Down Easy Brewing
9. Evaluate and study for the entry level Cicerone Certification

Required Texts – (Provided by the instructor)
Lecture will be built and designed by Frank Kuhns: Theory and real world examples of opening a craft brewery in Fairfax County, VA. The class will also plan and execute events at Settle Down Easy Brewing.

Course Performance Evaluation
This course will be graded on a point (and <u>NOT</u> on a percentage) system, with a total of 100 possible points. There are 5 grading requirements, namely: (1) participation; (2) midterm; (3) field trips; (4) group business plan; and (5) Cicerone Certification. All assignments must be submitted on Blackboard. Each requirement is briefly introduced below.

1. Participation (30 points) includes:

A. **Class attendance:** (10 points) You are required to attend class. Excused absences will require a note from a qualified professional. Missed field trips will automatically result in the loss of ten participation points.

B. **In-class participation**: (20 pints) This course requires extensive discussion about the subject material. Therefore, you are expected to speak in class, share your thoughts on the subject material and participate in-group discussions. Field research is acceptable and students should set up google alerts to be notified about the craft beverage industry.

2. Weekly Industry Article Review (20 points): Students will be required to read industry publications from Google alerts. A list of approved publications are provided on Blackboard.

Weekly the class will review "realtime" events happening in the craft beverage industry.

The first 30 minutes of each call, we will review articles from publications.
1. Verbally, we will review:
   a.   What is the overall premise of the article?
   b.   Explain multiple points of view?
   c.   What is the message that the author is trying to communicate.
   d.   How well is this message received? Why?
   e.   Conclude with a thesis statement - A good thesis statement should include your
              reflection on the ideas, purpose, and attitudes of the author.
2. Explain how this article relates to craft beverage:
   a.   Explain any supply-side implications
   b.   Explain any demand-side implications
   c.   How does this article justify or explain the importance of beverage tourism?
3. Describe a food tourism product the author would support using the marketing mix
   a.   Product
   b.   Price
   c.   Distribution
   d.   Promotion
4. Conclusion
   a.   What would you change about the article? What was missing?
   b.   Describe food or tourism trends that fit into the author's thesis
   c.   How does the article you read impact food trends in general, and food tourism
              specifically. Has the book made an impact?

5. Group Verbal Review (25 points)

6. Group Business or Marketing Plan (25 points)
Groups will present their business plans at the end of the semester and projects will be graded by
fellow students. The business plan will consist of the following:
• Executive Summary
• Company Description
• SWOT Analysis
• Market Analysis
• Marking and Sales
• Financial Projections
• Funding

Requirements	Points
Engagement • In class participation (30 points) • Attendance (10 points)	40
Weekly Case Study Questions	10
Final - Group Verbal Review	25
Group Business Plan	25
TOTAL	100

Grading Scale

A+	=	97-100	B+	=	87-89	C+	=	77-79	D	=	60-69
A	=	94-96	B	=	84-86	C	=	74-76	F	=	0 – 59
A-	=	90-93	B-	=	80-83	C-	=	70-73			

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times. See
https://cehd.gmu.edu/students/polices-procedures for more information.

Proposed Class Schedule

Date			Topic/Learning Experiences	Readings	Assignments
Tues.	Aug 30	1.5 hours	Introduction to the course. Explain the Ciceron Certification Introduction to Craft Beverage and Tourism • Beer Consumption • Brewery • Beer • Settle Down Easy Brewing • SDE Events • Basic fundamentals of beer	Article / Lecture	Journal Discussion
Tues.	Sep 6	1.5 hours	Understanding pre/post Prohibition Introduction to CANVA	Lecture	Journal Discussion
Tues.	13	1.5 hours	Understanding Wine • Old World, New World styles and varieties • Guest Speaking TBD	Wine Article	Journal Discussion
Tues.	20	1.5 hours	Field Trip - Brewery (Settle Down Easy Brewing) - Tools of a brewery: brewing, canning, and supply chain	Article / Lecture	Journal Discussion
Tues.	27	1.5 hours	Creating content for a Craft Beverage • Social Media • On property engagement • Rewards programs • Memberships • Creating a news letter	Guest Speaker	Journal Discussion
Tues.	Oct 4	1.5 hours	Visit Fairfax (Guest Speaker TBD)	Guest Speaker	Journal Discussion
Tues.	11	1.5 hours	The steps needed to open a brewery. Navigating Fairfax County	Article / Lecture	Journal Discussion

Tues.	18	1.5 hours	Field trip - Wine Venue	Guest Speaker	Journal Discussion
Tues.	25	1.5 hours	Review the Ciceron Certification	Article / Lecture	Journal Discussion
Tues.	**Nov 1**	1.5 hours	Craft Beer Sales - Guest Speaker Abby Young - Sales Representative at Port City Brewing	Guest Speaker	Journal Discussion
Tues.	8	1.5 hours	Navigating the county: Codes, Laws and Zoning to open a Craft Beverage Business	Article / Lecture	Journal Discussion
Tues.	15	1.5 hours	Field trip – Jasper Yeast	Guest Speaker	Journal Discussion
Tues.	22	1.5 hours	**Group Verbal Review**		
Tues.	29	1.5 hours	**Thanksgiving – No class**		
Tues.	**Dec 6**	1.5 hours	**Group presentations - Group Business Plan**		

Note: Faculty reserves the right to alter the schedule as necessary.

Core Values Commitment
The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: http://cehd.gmu.edu/values/.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see http://oai.gmu.edu/the-mason-honor-code/).

- Students must follow the university policy for Responsible Use of Computing (see http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/).

- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.

- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at

the time the written letter from Disability Services is received by the instructor (see http://ods.gmu.edu/).

- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or https://cehd.gmu.edu/aero/tk20. Questions or concerns regarding use of Blackboard should be directed to http://coursessupport.gmu.edu/.

- For information on student support resources on campus, see https://ctfe.gmu.edu/teaching/student-support-resources-on-campus

For additional information on the College of Education and Human Development, please visit our website https://cehd.gmu.edu/students/ .