

George Mason University
College of Education and Human Development
School of Sport, Recreation, and Tourism Management

SRTM 303.001 – Introduction to Wine & Craft Beverage Management
3 Credits, Fall 2022

Hybrid: Tuesdays 3:00-4:15 p.m. and Weekly remote lectures Thompson Hall 1020 – Fairfax Campus

Faculty

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Prerequisites/Corequisites

None

University Catalog Course Description

Provides students knowledge of operational functions and strategies, and practical skills necessary for opening, managing, and operating business for the wine and microbrewing industries. This course introduces distribution and sales planning, strategic marketing and sales management, regulation and compliance issues, and the opportunity to earn a Cicerone certificate. Offered by School of Sport/Rec/Tour Mgmt. Limited to three attempts.

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 course will be delivered using a hybrid (2-75% online) format. 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 on- line 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

This course is designed to enable students to do the following:

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

Professional Standards

Not Applicable

Required Texts (Provided by the instructor)

Lectures 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

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, VIA, hard copy).

- **Assignments and/or Examinations**

This course will be graded on a point (and NOT on a percentage) system, with a total of 100 possible points. There are 5 grading requirements, namely: (1) participation; (2) projects; (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:
 - **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.
 - **In-class participation: (20 points)** 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.
 - Verbally, we will review:
 - What is the overall premise of the article?
 - Explain multiple points of view?
 - What is the message that the author is trying to communicate.
 - How well is this message received? Why?
 - Conclude with a thesis statement - A good thesis statement should include your reflection on the ideas, purpose, and attitudes of the author.
 - Explain how this article relates to craft beverage:
 - Explain any supply-side implications
 - Explain any demand-side implications
 - How does this article justify or explain the importance of beverage tourism?
 - Describe a food tourism product the author would support using the marketing mix
 - Product
 - Price
 - Distribution
 - Promotion
 - Conclusion
 - What would you change about the article? What was missing?
 - Describe food or tourism trends that fit into the author’s thesis
 - 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
 - Marketing and Sales
 - Financial Projections
 - Funding

Requirements	Points
<i>Engagement</i> - In class participation (30 points) - Attendance (10 points)	40
<i>Weekly Case Study Questions</i>	10
<i>Off campus venue lectures</i>	25
<i>Group Business Plan</i>	25
TOTAL	100

- **Grading**

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

See <https://cehd.gmu.edu/students/polices-procedures/>

Class Schedule

Date		Topic/Learning Experiences	Readings	Assignments	
Tues.	Aug 23	1.5 hours	Introduction to the course. Explain the Ciceron Certification Introduction to Craft Beverage and Tourism <ul style="list-style-type: none"> - Beer Consumption - Brewery - Beer - Settle Down Easy Brewing - Basic fundamentals of beer Homework – LinkedIn	Review articles	Journal Discussion
Tues.	Aug 30	1.5 hours	Understanding pre/post Prohibition Introduction to CANVA	Lecture	Journal Discussion
Tues.	Sept 6	1.5 hours	Understanding Wine <ul style="list-style-type: none"> - Old World, New World styles and varieties - Guest Speaking TBD 	Wine Article	Journal Discussion
Tues.	Sept 13	1.5 hours	Guest Speaker Sarah Jane (SJ) Curran Sr. Beverage Manager / Global US and Canada, Food + Beverage Marriott International	Article/ Lecture	Journal Discussion
Tues.	Sept 20	1.5 hours	Creating content for a Craft Beverage <ul style="list-style-type: none"> - Social Media - On property engagement - Rewards programs - Memberships - Creating a news letter 	Article/ Lecture	Journal Discussion
Tues.	Sept 20	1.5 hours	Field Trip - Brewery (Settle Down Easy Brewing) <ul style="list-style-type: none"> - Tools of a brewery: brewing, canning, and supply chain 	Guest Speaker	Journal Discussion
Tues.	Sept 27	1.5 hours	The steps needed to open a brewery. Navigating Fairfax County	Article/ Lecture	Journal Discussion

Tues.	Oct 4	1.5 hours	Review the Ciceron Certification	Article /Lecture	Journal Discussion
Tues.	Oct 11	1.5 hours	Fall Break	Fall Break	Fall Break
Tues.	Oct 18	1.5 hours	Craft Beer Sales - Guest Speaker Abby Young - Sales Representative at Port City Brewing	Guest Speaker	Journal Discussion
Tues.	Oct 25	1.5 hours	Navigating the county: Codes, Laws and Zoning to open a Craft Beverage Business	Article/ Lecture	Journal Dis cussion
Tues.	Nov 1	1.5 hours	Field trip – TBD		Journal Discussion
Tues.	Nov 8	1.5 hours	Samantha Schutte GM of Caboose Brewing	Guest Speaker	Guest Speaker
Tues.	Nov 15	1.5 hours	History Channel - Beer & Booze that Built America		
Tues.	Nov 22	1.5 hours	No Class - Thanksgiving	No assignments	
Tues.	Nov 29	1.5 hours	Follow up Q&A		
Tues.	Dec 6	1.5 Hours	Hold for shift in class schedule		

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

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 <https://catalog.gmu.edu/policies/honor-code-system/>).

- Students must follow the university policy for Responsible Use of Computing (see <https://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 <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to VIA should be directed to viahelp@gmu.edu or <https://cehd.gmu.edu/aero/assessments>. Questions or concerns regarding use of Blackboard should be directed to <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:

As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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

