

MGMT-412 : The Business of Craft

This class will examine the business of small, artisanal producers of beverage, as well as give the students an opportunity to create their own business plan and build a brand. They will study the history and present state of craft breweries, distilleries, cideries and small wineries. Guest speakers from these industries will share their experiences and insights regarding the creation and maintenance of small, quality-oriented beverage production. This course covers the role of craft beverage as a destination attraction. Emphasis is placed on developing, marketing and managing the craft beverage experience including customer service, special events and tasting room operations. Upon completion, students should be able to demonstrate tasting room management for craft beverages and its application to tourism and economic development. The course will culminate in a group project that creates a business plan for a craft beverage producer. Students will develop a product and determine its viability in the marketplace by surveying their intended market. If they choose craft beer, they will have an opportunity to have their brand produced at our on-campus brewery, and the product will be sold on campus.

Credits 3