VITICULTURE AND ENOLOGY

ASSOCIATE OF APPLIED SCIENCE: VITICULTURE AND ENOLOGY – MINIMUM 96 CREDITS

CAREER DESCRIPTION

The Viticulture and Enology program prepares students for entry into the industry as production winemaking technicians, vineyard and winery owners, vintners, and or sales and marketing coordinators. The Enology AAS degree program includes an introduction to grape growing, basic principles of soil science, vineyard and winery practices throughout all four seasons, chemistry of the winemaking process, principles of wine production, and supervised practical work experience. The curriculum builds upon the one-year certificate program in Viticulture and students receive the AAS degree as well as the viticulture and wine marketing assistant certificates. Job opportunities within the industry are very diverse with average earnings according to 2015 industry surveys ranging from $33,488 for entry level tasting room positions, $37,395 for entry-level cellar works, $38,625 for entry-level vineyard positions, $62,401 for cellar masters, $66,660 for sales representatives, $66,955 for assistant winemakers, and $80,947 for vineyard management. Efforts are underway to articulate the degree for transfer to other colleges and universities, including Oregon State University, which has both undergraduate and graduate programs in the field. Students with prior college experience may not have to take any or all general classes required. Students must be over 18 years of age to participate in wine tasting.

PROGRAM OUTCOMES

The second year curriculum emphasizes enology (winemaking) and prepares students for entry into the industry in production and sales as winemaking technicians, vineyard and winery owners, and vintners. Job opportunities exist throughout the Pacific Northwest and northern California and employment trends indicate that wine industry salaries continue to increase.

In addition to achieving the outcomes of the Viticulture Certificate Program students who successfully complete the Associate of Applied Science in Viticulture and Enology will:

1. Apply basic principles and techniques of wine sensory evaluation.
2. Conduct statistical analyses of sensory evaluation trials and preference test trials.
3. Select and train wine judges and administer sensory evaluation and preference tests.
4. Identify and compare wine traits, types, and styles.
5. Read and interpret results of analyses performed by commercial laboratories.
6. Perform basic chemical analyses and calculations for testing wine during all stages of production, and take appropriate steps to mitigate defects.
7. Operate and maintain winery equipment.
8. Demonstrate knowledge of marketing and distribution principles for wine cluster industries.

WINE BUSINESS AND ENTREPRENEURSHIP

ASSOCIATE OF APPLIED SCIENCE

The Wine Business and Entrepreneurship Program is an exciting program melding curriculum from viticulture, enology, sales, and business into a unique degree package enabling students to start and effectively operate their own grape growing or winery enterprise. The program gives students a foundational knowledge in grape growing and wine production as well as specific instruction in the following aspects of vineyard and winery operations: safety, legal, and personnel requirements, accounting and financial control, vineyard establishment, winery design, and marketing and business planning.

The core of the 2 year degree is composed of wine industry-specific classes offered through a consortium of colleges throughout the United States engaged in viticulture and enology instruction through the Viticulture and Enology Science and Technology Alliance (VESTA). Courses are offered at host institutions and academic credit is transferred to the student's home institution upon course

For information and advising on this new program, please contact the Southern Oregon Wine Institute, 541-440-SOWI (7695) or sowi@umpqua.edu.

ASSOCIATE OF APPLIED SCIENCE — Viticulture and Enology

Minimum 96 Credits — Recommended Sequence for Students (Students should see an advisor to customize their educational plan.)

YEAR ONE

Fall	Introduction to the Wine Industry VE 101 1 CR	Vineyard Practices I VE 110 4 CR	Winemaking for Viticulturists VE 201 3 CR	Intermediate Algebra MTH 095 (OR HIGHER) 4 CR	CREDITS 12
Winter	Spanish in the Workplace: Viticulture SPAN 121 4 CR	Vineyard Practices II VE 111 4 CR	Psychology of Human Relations PSY 101 3 CR *OR* Listening SP 105 3 CR *OR* Interpersonal Communication SP 218 3 CR *OR* Small Group Discussion SP 219 3 CR	* Cooperative Work Experience/ Practicum: Viticulture/Enology VE 280 2 CR	CREDITS 13
Spring	Integrated Pest Control for Grapes VE 102 4 CR	Vineyard Practices III VE 112 4 CR	Introduction to : Expository Writing WR 115 4 CR	* Cooperative Work Experience/ Practicum: Viticulture/Enology VE 280 2 CR	CREDITS 14
Summer	Soils, Plant Nutrition, and Irrigation VE 103 4 CR	* Cooperative Work Experience/Practicum: Viticulture/Enology VE 280 2 CR			CREDITS 6

YEAR TWO

Fall	Wines of Europe VE 203 3 CR	Laboratory Analysis of of Musts and Wines VE 209 4 CR	Science of Winemaking I VE 210 5 CR	* Cooperative Work Experience/ Practicum: Viticulture/Enology VE 280 2 CR	Introductory Chemistry CH 104 4 CR *OR* General Chemistry CH 221 5 CR	CREDITS 18-19
Winter	Wines of the Southern Hemisphere VE 204 3 CR	Sensory Evaluation of Wine VE 202 4 CR	Science of Winemaking II VE 211 5 CR	Introduction to Chemistry CH 105 4 CR *OR* General Chemistry CH 222 5 CR		CREDITS 16-17
Spring	Wines of North America VE 205 3 CR	Wine Marketing VE 223 3 CR	Science of Winemaking III VE 212 5 CR	* Cooperative Work Experience/ Practicum: Viticulture/Enology VE 280 2 CR	Introduction to Chemistry CH 106 4 CR *OR* General Chemistry CH 223 5 CR	CREDITS 17-18

NOTES

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

Please see a Viticulture Program advisor for a degree planning worksheet for this program.

* CWE can be taken in 1-10 credit increments. 33 hrs = 1 credit