

► OVERVIEW

INTRODUCTION

The Programme in Wine Marketing and Management presented by USB Executive Development Ltd (USB-ED) aims to equip participants with the skills required to function to their optimum potential in the competitive local and international wine markets. A shortage of professionals trained in management, marketing and tourism has been identified as one of the South African wine industry's shortcomings. This programme provides participants with the opportunity to develop their own strategies in marketing, management and tourism and has been designed in response to feedback from several key players in the South African wine industry.

WHAT SETS THIS INTERVENTION APART?

This intervention prepares participants to operate successful businesses within the wine industry or related industries. The programme aims to improve participants' managerial and marketing capabilities within the unique parameters required by the wine industry, give a comprehensive understanding of the management process, and develop wine business management skills applicable to all industry levels. Participants on this programme will not only be subjected to expert knowledge in the areas covered, but will also be able to implement real, practical solutions in their place of work while completing this programme.

PAST PARTICIPANTS' COMMENTS

"This course is completely applicable in the real business world." – Gerda Mouton, Director, Winejoy

"I learned a lot more than I thought possible in a week. It opened my mind to a new way of thinking and [how to] apply it to the wine industry." – Francois Malan, Simonsig Wine Estate

"Eye-opener. One learns how to take measurable steps in marketing, and how to promote your brand."
– Morné de Villiers, General Manager, Manuka @ Southeys

► WHO

WHO SHOULD ATTEND?

This programme is aimed at any person working in the wine industry or a support industry that needs to be equipped with the tools required to play dynamic roles in the fields of management and marketing.

ADMISSION REQUIREMENTS

It is assumed that participants comply with the following requirements: English language competence at NQF level 4. Sufficient ability to read and comprehend learning material, write assignments and follow/participate in discussions on management issues.

FACULTY PROFILE

Dr Kosie de Villiers | Mr Steyn Heckroodt | Mr Godfrey Parkin

The programme will draw on the expertise of a wide network of facilitators, both national and global, with an in-depth knowledge of the selected topics and also the wine industry.

► WHAT

CONTENT OVERVIEW

The duration of the programme is one week. Participants need to complete a work-related assignment. To obtain a certificate from the University of Stellenbosch participants must successfully complete and pass all the modules.

WINE BUSINESS MANAGEMENT (1.5 DAYS)

- Understanding common business characteristics
- Understanding the concepts of contextual and transactional environmental factors of influence and describe the effect of changing environmental impacts



WHEN & WHERE

CAPE TOWN

10 - 14 September 2012

FEES

FEES

R12 300

Please note that programme fees, faculty and dates are subject to change.

ENQUIRIES

CONTACT PERSON:

Arina Basson

Tel: +27 (0)21 918 4472

Fax: +27 (0)21 918 4478

Email: arina.basson@usb-ed.com



- Identifying the four “pillars” of management: planning, organising, leading and control
- Outlining the steps in the strategic planning processes
- Achieving profitable performance in a competitive environment – executing for results

APPLYING EFFECTIVE MARKETING STRATEGIES (1.5 DAYS)

- Marketing analysis – capturing market opportunities
- Creating sustainable competitive advantages
- Developing, executing and measuring marketing strategies
- Building and managing brands
- Applying new product development practices
- Achieving customer satisfaction – measuring the ultimate goal
- Understanding the international wine scenario

WINE TOURISM (1 DAY)

- Understanding the importance of wine tourism in South Africa
- Understanding the South African wine tourism strategy
- Understanding the business you are in
- Knowing your customer – where are they from and what do they want?
- Running an effective tourism business
- Working in partnership with food and tourism
- Developing a wine tourism plan to improve revenues and add value to your brand

USING SOCIAL MEDIA FOR WINE MARKETING (1 DAY)

- How to use key social media
- Exploiting Digg, StumbleUpon and other social sharing sites
- How to market with
 - YouTube
 - Facebook
 - Twitter
 - Blogging
 - Podcasting

NQF ALIGNMENT

This programme is presented on the complexity level of an NQF 6.

► BENEFITS

HOW WILL YOU BENEFIT?

After successful completion of the programme, participants will have:

- acquired business management know-how
- an understanding of contemporary integrated management for use in their own organisation's business plan
- a full understanding of key marketing challenges
- drawn up a marketing and tourism plan for a producing winery or related business, incorporating all the facets of a sound and comprehensive marketing approach
- become able/learnt how to discover and grasp business opportunities in the increasingly competitive wine industry
- an understanding of the essentials of establishing and operating a successful wine tourism business
- an understanding of the elements of e-marketing and how best to apply them
- learnt how to put together strategies and tactics for exploiting online media
- acquired skills and competencies that enable them to use the essential tools of low-cost high-impact online marketing.

CERTIFICATION

On successful completion of the programme, participants will receive a certificate from the University of Stellenbosch.

► FEES

FEES

R12 300

Fees include programme fees, programme material, lunch and refreshments, and are payable before the commencement of the programme.

CANCELLATION POLICY

It is of utmost importance that USB-ED be formally notified of cancellation 14 days prior to the commencement date of the programme.

A cancellation fee of 10% will be payable for cancelling fewer than 14 days prior to the commencement of the programme.

Please note that programme fees, faculty and dates are subject to change.