Wine and Beverage Marketing & Management in Hospitality

HTMT 310-01 takes an aesthetic look at wine and beer to develop sensory analysis skills for aromas and taste. Must be over 21 and completed HTMT 210 or have instructor’s permission to take course.

Topics:
- Understand how a beverage establishment works
- Inventory and storage concepts with an emphasis on profit enhancement
- Regulatory, taxation and legal issues in the alcoholic industry
- Creation of product lists and price structure
- Management concepts to maximize profit and eliminate loss

Course will take trips to local breweries to reinforce product knowledge & have blind taste exams for wine to enhance sensory experience!

Dr. Michael Cohen has been very active in the wine and food industry and partnered the Goat.Sheep.Cow located on Church Street. His vast knowledge of the wine industry helps make class exciting and interesting. He has also assisted in obtaining positions within the industry for several of the students.

Students say that this class is a lot of work but it’s worth it since they learn more in it than in any other!