

# SHASTA COLLEGE

## SPRING 2010 SEMESTER WINE COURSES



### CULA 73

#### INTRODUCTION TO WINES- 2 UNITS

##### SHASTA COLLEGE MAIN CAMPUS

CHARACTERISTICS OF WINES FROM THE MAJOR VARIETALS EMPHASIZED. IDENTIFICATION OF WINES FROM THE WINE DISTRICTS OF CALIFORNIA, FRANCE, GERMANY, AND ITALY. THE CONCEPT OF FOOD AND WINE PAIRING WILL ALSO BE EVALUATED. STUDENTS MUST BE 21 YEARS OF AGE OR OLDER TO TAKE THIS COURSE. MATERIALS FEE: \$35  
01/25/2010-05/24/2010 LECTURE MONDAY 6:00PM - 7:50PM, CAMPUS CENTER ROOM 2038

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### CULA 78

#### SENSORY EVALUATION OF WINE- 2 UNITS

##### TEHAMA CAMPUS, RED BLUFF

THIS COURSE PROVIDES STUDENTS A BETTER UNDERSTANDING OF WINE BY LEARNING ABOUT THE SENSES AND HOW TO USE THEM. STUDENTS WILL LEARN HOW TO DESCRIBE WINES PRECISELY, PRACTICE TASTING VARIETALS, LEARN HOW TO JUDGE GOOD AND BAD WINES, AND HOW A WINE'S SENSORY CHARACTERISTICS ARE CREATED IN THE VINEYARD AND THE WINERY.

STUDENTS MUST BE 21 YEARS OF AGE OR OLDER TO TAKE THIS COURSE. MATERIALS FEE: \$35

\*\*THERE WILL ALSO BE OPPORTUNITIES FOR GUEST SPEAKERS AND FIELD TRIPS TO LOCAL WINERIES.

01/20/2010-05/26/2010 LECTURE WEDNESDAY 06:00PM - 07:50PM, TEHAMA CAMPUS ROOM 7200

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### CULA 80

#### WINE SALES AND MARKETING- 3 UNITS

##### ONLINE/9 WEEKS

THIS COURSE EXPLAINS THE PRINCIPLES AND STRATEGIES OF WINE MARKETING AND SALES. THE INFORMATION COVERED WILL HELP WINERY PERSONNEL OR DISTRIBUTORS UNDERSTAND THIS UNIQUE MARKET. STUDENTS WILL DEVELOP A SUCCESSFUL MARKETING PLAN.

03/17/2010-05/19/2010

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#### CONTACT INFORMATION

APPLY TO THE COLLEGE: [http://www.cccapply.org/applications/CCCApplly/apply/Shasta\\_College.html](http://www.cccapply.org/applications/CCCApplly/apply/Shasta_College.html)

REGISTER ONLINE: <http://www.shastacollege.edu/admissions/register/>

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