WINE BUSINESS CONCENTRATION

AGB 212 Agricultural Economics 4
AGB 260 Agribusiness Data Literacy 4
AGB 310 Agribusiness Credit and Finance 4
AGB 323 Decision Making with Agribusiness Accounting Information 4
RPTA 320 Strategic Event Planning 4
AGB 369 Agricultural Personnel Management 4
or BUS 384 Human Resources Management
WVIT 302 Wine Fermentation Laboratory 2-4
or WVIT 404 Winemaking I
WVIT 344 Direct to Consumer Wine Sales 4
WVIT 345 Wine Marketing Research and Market Analysis 4
WVIT 433 Wine Sales and E-Commerce 4
WVIT 447 Logistics for the Global Wine Industry 4
WVIT 450 Wine Business Strategies 4
WVIT 460 Senior Project - Wine Business 4

Approved Electives 1

Select from the following: 8-10

JOUR 285 Introduction to Multimedia Journalism
JOUR 312 Public Relations
JOUR 331 Contemporary Advertising
JOUR 342 Public Relations Writing and Editing
RPTA 114 Introduction to Hospitality and Travel
RPTA 314 Sustainable Travel and Tourism Planning
RPTA 412 Advanced Experience Industry Management Applications
RPTA 420 Festival and Event Management
SPAN 101 Elementary Spanish I 2
or FR 101 Elementary French I
or GER 101 Elementary German I
or ITAL 101 Elementary Italian I
SPAN 102 Elementary Spanish II 2
or FR 102 Elementary French II
or GER 102 Elementary German II
or ITAL 102 Elementary Italian II
SPAN 103 Elementary Spanish III 2
or FR 103 Elementary French III
or GER 103 Elementary German III
or ITAL 103 Elementary Italian III
SPAN 201 Intermediate Spanish I 2
or FR 201 Intermediate French I
or GER 201 Intermediate German I
or ITAL 201 Intermediate Italian I
SPAN 202 Intermediate Spanish II 2
or FR 202 Intermediate French II
or GER 202 Intermediate German II
SS 221 Soil Health and Plant Nutrition
WVIT/MCRO 301 Wine Microbiology
WVIT/AEPS 331 Advanced Viticulture - Fall
WVIT 332 Advanced Viticulture - Winter
WVIT 333 Advanced Viticulture - Spring
WVIT 339 Internship Wine and Viticulture (limited to 2 units)
WVIT 365 Wine Analysis and Amelioration
WVIT 400 Special Problems for Advanced Undergraduates
WVIT 404 Winemaking I
WVIT 405 Winemaking II
WVIT 406 Winemaking III
WVIT/AEPS 414 Grape Pest Management
WVIT 428 Winegrape Vineyard Management
WVIT 470 Selected Advanced Topics
WVIT 471 Selected Advanced Laboratory

Total units 60

1 Consultation with advisor is recommended prior to selecting Approved Electives; bear in mind your selections may impact pursuit of post-baccalaureate studies and/or goals.
A maximum of 8 units of foreign language may be counted toward Approved Electives.