

A still life photograph of wine bottles, glasses, and cheese on a wooden surface. The scene is set against a blurred background of green foliage, suggesting an outdoor setting like a vineyard. In the foreground, two wine glasses are filled with red and white wine. Behind them are two bottles of wine. To the right, there is a wedge of blue cheese and a bunch of green grapes. The entire scene is set on a wooden surface, possibly a table or a barrel.

Certificate in Wine Business

The Certificate in Wine Business helps develop professionals to work in the rapidly growing US, Oregon, and regional wine industries.

The program provides students the opportunity to learn about:

- Various aspects of the wine business from the history, geography, and environmental requirements to grow grapes.
- The processes of making, bottling, and selling wine.
- Sensory evaluation techniques and communication about wine.
- Students will apply business principles from sales and marketing to effectively market and promote wine.
- Learn management, accounting, computer applications, and hospitality and tourism factors that are important for successful wine businesses.

The Certificate in Wine Business is offered jointly by Business, Communication, Environmental Science and Policy, and Emerging Media & Digital Arts.

The certificate program is open to all students: undergraduate, graduate, and post-baccalaureate.

Career paths and salary ranges in Wine Business:

Advertising, Promotions, and Marketing Manager.

Median pay \$133,380 per year • \$64.12 per hour.

Agricultural and Food Scientist, Viticulturist.

Median pay \$74,160 per year • \$35.66 per hour.

Buyer, and Purchasing Agent, Purchasing Manager.

Median pay \$75,410 per year • \$36.26 per hour.

Public Relations and Fundraising Manager.

Median pay \$119,860 per year • \$57.62 per hour.

Sales Manager.

Median pay \$127,490 per year • \$61.30 per hour.



Data source: <https://www.bls.gov/ooh/a-z-index.htm#H>



For more details, explore the Southern Oregon University website: <https://sou.edu/academics/business/programs/certificate-wine-business-cwb/>



Career Paths: <https://www.bls.gov/ooh/field-of-degree/business/business-field-of-degree.htm#emp>



<https://www.bls.gov/ooh/field-of-degree/personal-and-culinary-services/personal-and-culinary-services.htm>

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