

SPRING 2009  
Wine Economics, Management and Markets  
CRNs: ARE 198-62638. VEN 198-91893.  
MWF 9:00-9:50  
Wellman 230

**Course Description:** This one to three unit course will focus on wine markets and important economic and management issues facing the wine industry. It is designed primarily for students in the departments of Viticulture and Enology and Agricultural and Resource Economics, but is open to anyone interested in learning more about the economics and business of the wine industry in California and worldwide.

The course will develop the basic economics of the wine industry, place California wine in a world context, will examine the market and pricing dynamics for grapes and wine from both industry and firm perspectives, and will review practical strategies used by producers to differentiate their product from competitors.

**Instructors:** Dr. Daniel Sumner (ARE) and Dr. James Lapsley (VEN)

Dr. Sumner is a Professor in Agricultural and Resource Economics and the Director of the University of California Agricultural Issues Center and conducts research on wine economics.

Dr. Lapsley is an Adjunct Associate Professor in Viticulture and Enology and for 22 years was a winery owner and winemaker.

**Grading:** Pass/Not Pass. For the three unit credit assignments will consist of several short exercises, a midterm and a final. We will establish individual requirements for those enrolled for one, two or three units.

**Signing Up:** Use CRN 62638 for ARE 198 and CRN 91893 for VEN 198. Don't forget to change the variable units.