

# Diploma in Wine Marketing 2010

Faculty of Science and Technology  
Te Manga-Pūtaiao-Hangarau

The Diploma in Wine Marketing is a full-time one year programme (or equivalent part-time) which offers stimulating studies and provides a pathway to a career in many aspects of wine sales and marketing.

The Diploma in Wine Marketing programme is designed to provide students with the knowledge and skills to enable them to work in the sales and marketing areas of the rapidly expanding New Zealand wine industry.

There are two entry points per year:

- February
- July (with reduced elective choice)

You are welcome to make an appointment to discuss your study options with our staff and to view our facilities.

If you have any questions please feel free to contact us.

Marion, Wine Science/Viticulture Secretary  
Faculty of Science & Technology  
Phone: (06) 974 8942 or 0800 348 494  
Email: [marion@eit.ac.nz](mailto:marion@eit.ac.nz)



*Te Whare Takiura o Kahungunu*

## FUTURE PATHWAYS/EMPLOYMENT OPPORTUNITIES

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The Diploma in Wine Marketing can lead to further studies in degree programmes such as:

- Bachelor of Viticulture
- Bachelor of Wine Science
- Bachelor of Business Studies

Possible jobs and career opportunities include:

- Brand Manager
- Sales Representative
- Marketing Assistant
- Wine and Spirits Distribution
- Wine Educator
- Export Sales Assistant
- Cellar Door Manager

## PROGRAMME SUMMARY

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<b>Qualification</b>	EIT Diploma
<b>Programme Level</b>	5
<b>Length</b>	34 Weeks
<b>Study Options</b>	Full-time; Part-time
<b>Hours of Study / Class Times</b>	Classes are scheduled between 8am and 5pm Monday to Friday.
<b>Total Number of Credits</b>	120 Credits

## PROGRAMME LENGTH

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The Diploma in Wine Marketing commences on 15 February 2010 and concludes on 26 November 2010.

Classes are scheduled between 8am and 5pm Monday to Friday.

Timetables will be available on the EIT website [www.eit.ac.nz](http://www.eit.ac.nz) in September 2009. If you require a paper copy to be sent to you please contact the Wine Science and Viticulture Secretary.

SEMESTER 1		SEMESTER 2	
<b>PROGRAMME STARTS</b>	Monday 15 February 2010	<i>Classes Start</i>	Monday 19 July
<b>Mid-Semester Holidays (Term 1) includes Easter Holiday</b>	Friday 2 April - Friday 16 April	<b>Mid-Semester Holidays (Term 3)</b>	Monday 27 September - Friday 8 October
<b>Term 2 starts</b>	Monday 19 April	<b>Term 4 starts</b>	Monday 11 October
<b>Queen's Birthday</b>	Monday 7 June	<b>Hawke's Bay Anniversary Day</b>	Friday 22 October
<b>Semester 1 exams</b>	14-25 June	<b>Labour Day</b>	Monday 25 October
<b>Semester 1 Ends (Term 2)</b>	Friday 25 June	<b>Semester 2 exams</b>	15-26 November
<b>Mid-Year Holidays</b>	Monday 28 June - Friday 16 July	<b>PROGRAMME ENDS</b>	Friday 26 November 2010

## STUDENT WORK COMMITMENTS

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Duration	One year full-time, 34 weeks per year
Contact hours per week	Approximately 16 hours (four hours per course)
Individual Study hours per week	Approximately five hours per course.
Credits per semester - for full-time students	60 credits per semester
One credit generally equals	10 student learning hours. Learning hours include both classroom and out-of-class hours.

This programme of study includes holiday or study breaks during which there are no scheduled classes. These breaks usually align with school holidays, but this may not always be the case. Students may find it necessary to spend time during non-teaching weeks working on assignments and other study-related tasks set during the teaching weeks.

## ENTRY REQUIREMENTS

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A personal interview may be part of the application process. Applicants must meet one of the following criteria:

### Standard Entry

- A minimum of 42 credits at Level 3 or higher on the National Qualifications Framework, including a minimum of 14 credits at Level 3 or higher in each of two subjects from an approved subject list, with a further 14 credits at Level 3 or higher taken from no more than two additional domains on the National Qualifications Framework or approved subjects and a minimum of 8 credits at Level 2 or higher in English or Te Reo Māori; 4 credits must be in Reading and 4 credits must be in Writing. The literacy credits will be selected from a schedule of approved achievement standards and unit standards.
- At least 75 Level 2 NCEA credits in one year in best 4 subjects or

### Provisional Entry

- Applicants who do not meet the criteria above, but present evidence of ability to succeed (eg. maturity, life experience, work experience, other study) or
- Those who narrowly fail to meet the entry criteria above.

### Please Note

- Entry to subsequent study is conditional on success at the entry level.

### English Language Entry Requirement

Students are required to have attained an acceptable level of English language fluency. This may be demonstrated in a variety of ways, including successful study in English, approved scores on TOEFL or IELTS (6.0 Academic) tests, completion of accepted international equivalents or completion of an EIT Hawke's Bay assessment.

### Entry With Credit

You may already have some knowledge or skills that can be recognised as part of your intended study. This may take a number of different forms including study while at high school, study at a private training establishment, workplace training, other tertiary study, life experiences or voluntary work. If you think you may qualify, you may want to apply for Cross Credit or Recognition of Prior Learning.

- Cross Credit is based on the equivalency of courses or qualifications. You would apply for Cross Credit if you have passed a very similar course at the same level.
- Recognition of Prior Learning (RPL) is based on the assessment of your current knowledge and skills. You would apply for RPL if you had gained the relevant knowledge and skills through life experiences and informal learning situations.

You will be asked to provide details of anything that you would like to be considered as credit toward your intended programme of study, as part of your application.

Applications for RPL and Cross Credit for a course should be made prior to enrolment in that course and no later than two weeks after the start of the course.

For further information and enquiries about RPL and Cross Credit please contact the Faculty of Science and Technology Secretary, phone (06) 974 8942 or 0800-348-494.

### ACADEMIC STAFF

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Our lecturers are highly trained professionals with particular areas of expertise in wine science, marketing, business studies and wine marketing. Alongside their teaching responsibilities, staff maintain close links with industry through their active engagement in research.

We value our partnership with students and aim to provide quality education in a supportive environment, encouraging personal growth and professional development.

Staff	Qualifications
David Moore	Programme Co-ordinator, Diploma in Wine Marketing, Senior Lecturer, <i>Wine Science</i> , BSc (Applied Biology), MSc (Biochemistry), Grad Dip Wine
Tom Johnson	Lecturer, <i>Organisation and Management</i> , MBA, Dip Bus Marketing, Dip Sports Management and Recreation
Janine Moran	Lecturer, <i>Business Studies</i> , BA Hons (ED Psych), PG Dip Bus Admin, MBS (Comm. Management)
Nick Sage	Lecturer, <i>Wine Science</i> , BSc, BAppSc (Wine Science)
Arti Triveni	Lecturer, <i>Business Studies</i> , MDM, BA, Dip Ed
Ken Sanderson	Lecturer, <i>Wine Science</i> , B Tech (Food Technology)
Nick Cordery	Lecturer, <i>Business Studies</i> , BSc Hons, CIPD Certificate in Training Practice, Cert Ed

## FACILITIES

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Facilities include a purpose-built modern teaching and research winery, sensory laboratory, vineyard, glasshouses and a centre for food and wine innovation. The world class laboratory complex is fully equipped for all of the sciences and includes specialist wine analysis equipment and an instrument laboratory that houses advanced chemical analytical instruments including spectrophotometers, High Performance Liquid Chromatograph (HPLC) Gas Chromatograph (GC) and an Atomic Absorption Spectrophotometer (AAS).

A new Food and Wine Building was opened at EIT in May 2004. The building provides a 60-seat tiered lecture theatre and extensive, well-equipped teaching facilities. Within the Food and Wine Building is the Food and Wine Visitor Centre. The aim of the Centre is to provide a focal point for food and wine industry-related activities and to enable EIT to achieve a closer integration with the food and wine industry.

One of New Zealand's largest wine regions is at our doorstep.

If you would like to visit our facilities, please call the Wine Science/Viticulture Secretary on (06) 974 8942.

## PROGRAMME INFORMATION

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The structure of the programme is listed in the tables below.

To be awarded the EIT Diploma in Wine Marketing, each student needs to gain a minimum of 120 credits, of which at least 72 are to be business related. Ninety credits within the programme are compulsory, the remaining minimum of 30 are to be made up from the list of elective courses.

### SEMESTER 1 - COMPULSORY COURSES:

WSC5.04	Grape and Wine Production	15 credits	Level 5
MGMT5.01	Introduction to Management	15 credits	Level 5
MKTY5.01	Marketing Principles	15 credits	Level 5
MKTY6.04	Sales Practice	15 credits	Level 6

### SEMESTER 2 - COMPULSORY COURSES:

WSC6.06	Sensory Science	15 credits	Level 6
WSC5.05	Introduction to Wine Business	15 credits	Level 5

### SEMESTER 2 - ELECTIVE COURSES (Choose any TWO from the lists below)

The following five 15-credit degree courses are recommended as suitable electives.

ITPM6.310	Project Management <i>Pre-requisite: ITBS5.210 Business Systems, OR MGMT5.01 Introduction to management</i>	15 credits	Level 6
MGMT6.04	Organisational Behaviour	15 credits	Level 6
MKTY6.03	Consumer Behaviour <i>Co-requisite: MKTY5.01 Marketing Principles</i>	15 credits	Level 6
COMM6.01	Public Relations	15 credits	Level 6

The following three diploma courses are also available options as suitable electives. Please note, however, that these courses incur the diploma 20-credit fee structure. Some are also offered in the evening (648).

633	Human Resource Management	20 credits	Level 6
648	Marketing Planning and Control	20 credits	Level 6

### COURSE DESCRIPTORS:

- Courses are offered subject to sufficient numbers applying.
- In the following descriptions:  
*P = Pre-requisite = a course that must be passed before enrolment in the present course.*  
*C = Co-requisite = a course that either must be passed or is enrolled in at the same time as the present course.*

Course No	Brief Description	No of Credits	NZQA Level	Semester Offered	2010 fee
WSC5.04	<b>Grape and Wine Production</b> To provide an overview of the historical development of grape and wine production in New Zealand and around the world. Students are introduced to winemaking principles and basic winemaking processes involved in the production of major wine types. Grape vine physiology, anatomy and annual growth cycle are examined, particularly with regard to fruit development and ripening. This course also covers the identification of grapevine cultivars and the use of hybrids and rootstocks. Limiting factors in grape and wine production are integrated and emphasised in the treatment of these topics.	15	5	1	\$561.00
MGMT5.01	<b>Introduction to Management</b> To introduce students to the concepts, skills and practices required in effective organisational management.	15	5	1	\$494.00
MKTY5.01	<b>Marketing Principles</b> To introduce students to the field of marketing, including the functional, social and managerial dimensions of marketing.	15	5	1	\$494.00
MKTY6.04	<b>Sales Practice</b> To enable students to understand and apply the principles and practices of personal selling; the importance of personal selling to organisational performance, personal selling and salespeople in New Zealand, competencies needed to successfully manage sales function, and the various systems and processes that support it.	15	6	1	\$494.00
WSC6.06	<b>Sensory Science</b> To introduce the principles that underlie sensory assessment, particularly those relevant to taste, smell and mouthfeel. It includes the physiology and characteristics of the senses, the application of various sensory testing procedures, and the application of these principles to the sensory assessment of wine, grape juice and some wine faults. Varietal flavour profiles.	15	6	2	\$561.00
WSC5.05	<b>Introduction to Wine Business</b> To provide an overview of the international and New Zealand wine making environment, based on a study of the development of the world's wine industry, the New Zealand industry and New Zealand's place in the global wine industry.	15	5	2	\$561.00
ITPM6.310	<b>Project Management</b> To enable students to specify the requirements for project planning. To use project management techniques and tools to monitor and control projects, using project management software, and applying quality control techniques. <i>Pre-requisite:</i> MGMT5.01 Introduction to Management OR ITSP5.01 Information Systems Principles	15	6	2	\$561.00

Course No	Brief Description	No of Credits	NZQA Level	Semester Offered	2010 fee
MGMT6.04	<b>Organisational Behaviour</b> To provide students with a detailed examination of aspects of organisational behaviour concepts, principles, practices and issues with relevance to the modern workplace.	15	6	2	\$494.00
COMM6.01	<b>Public Relations</b> To provide an understanding of the principles of public relations in building positive relationships between an organisation and its internal and external publics. Strategies and techniques for planning, implementing and evaluating an effective public relations programme will be practised.	15	6	2	\$494.00
MKTY6.03	<b>Consumer Behaviour</b> To enable students to critically evaluate the issues and processes of consumer decisions and the psychological and sociological elements that influence buying behaviours, explain the implications of each, and propose appropriate marketing strategies and tactics in relation to them. <i>Co-requisite:</i> MKTY5.01 Marketing Principles	15	6	2	\$494.00
633	<b>Human Resource Management</b> To provide students with a detailed examination of human resource management (HRM) activities for the effective management of people in an organisation	20	6	2	\$670.80
648	<b>Marketing Planning and Control</b> To develop the knowledge and understanding of the process of Marketing Management, including the ability to produce and present a marketing plan. <i>Co-requisite:</i> MKTY5.01 Marketing Principles	20	6	2	\$670.80

## ASSESSMENTS

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Assessments include assignments, practical work, written examinations and oral presentations. Assessment is continuous throughout the semester.

## TRANSFERS/CROSS CREDITS

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This qualification has been approved by the New Zealand Qualifications Authority.

Similar courses in this qualification may be delivered at a number of other tertiary institutes around New Zealand. If you were to transfer to one of those other institutes you may be granted academic credit for some of the courses completed successfully while studying at EIT Hawke's Bay, but this is at the discretion of the other institute.

*Please note: Fees are not transferable between institutes.*

## ACCREDITATION

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The Eastern Institute of Technology (EIT Hawke's Bay) is an accredited tertiary education provider under the provisions of the Education Act 1989.

## FEES/COSTS

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### Please note:

- All costs quoted include GST.
- These fees apply to NZ Citizens and NZ Permanent Residents only.

Programme/Course Fees:	Fees are listed with course descriptors.
See separate section below for International fees.	

## ADDITIONAL COSTS

\$90 approx	Per course for textbooks for business related courses
\$100	Total for other courses. Booklists will be distributed once enrolment is confirmed.
\$100 approx	(per year) for stationery (full time student)
Upon completion of degree and diploma studies, students who wish to attend the graduation ceremony will be required to hire academic regalia.	

EIT Hawke's Bay expects student fees to be paid at least one week prior to the start of the programme.

## STUDENT FINANCE

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### Student Loans and Allowances

Financial assistance for full-time and some part-time students is available through the Student Loan scheme. Some students may also be eligible for Student Allowances. Student Loans and Allowances are administered by Studylink, a service provided by the Ministry of Social Development.

**STUDYLINK on 0800 88 99 00 or online at [www.studylink.govt.nz](http://www.studylink.govt.nz)**

International students are not eligible to apply for Studylink Student Loans and Allowances. For more information and application forms please contact:

### Training Incentive Allowances

Students who have applied to the Department of Work and Income New Zealand for a Training Incentive Allowance must ensure fees are paid prior to the programme start date or we ask that a confirmation of fees letter be handed to the Enrolment Officers.

### Scholarships and Grants

You may be eligible to apply for a wide variety of different funding options. Many scholarships or grants are available to new and returning EIT Hawke's Bay students. Each scholarship or grant lists different criteria, such as gender, age or previous experience. To find out more about what is available for you, please call the EIT Infoline on 0800 55 348 or visit our website [www.eit.ac.nz](http://www.eit.ac.nz).

## APPLICATION PROCESS

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Successful applicants will receive a letter of acceptance from the appropriate Faculty and will be asked to confirm their place on the programme. Please contact the Registry Manager on (06) 974 8000, ext 6026 if you wish to discuss enrolment fee payment arrangements.

Please refer to the chart over the page.

## INTERNATIONAL STUDENTS

If you do not have permanent residency in New Zealand, there is a different application form and application process and a different fee structure applies. Please contact the International Section on telephone +64 6 974 8902 for the correct application form and for further information regarding fees.

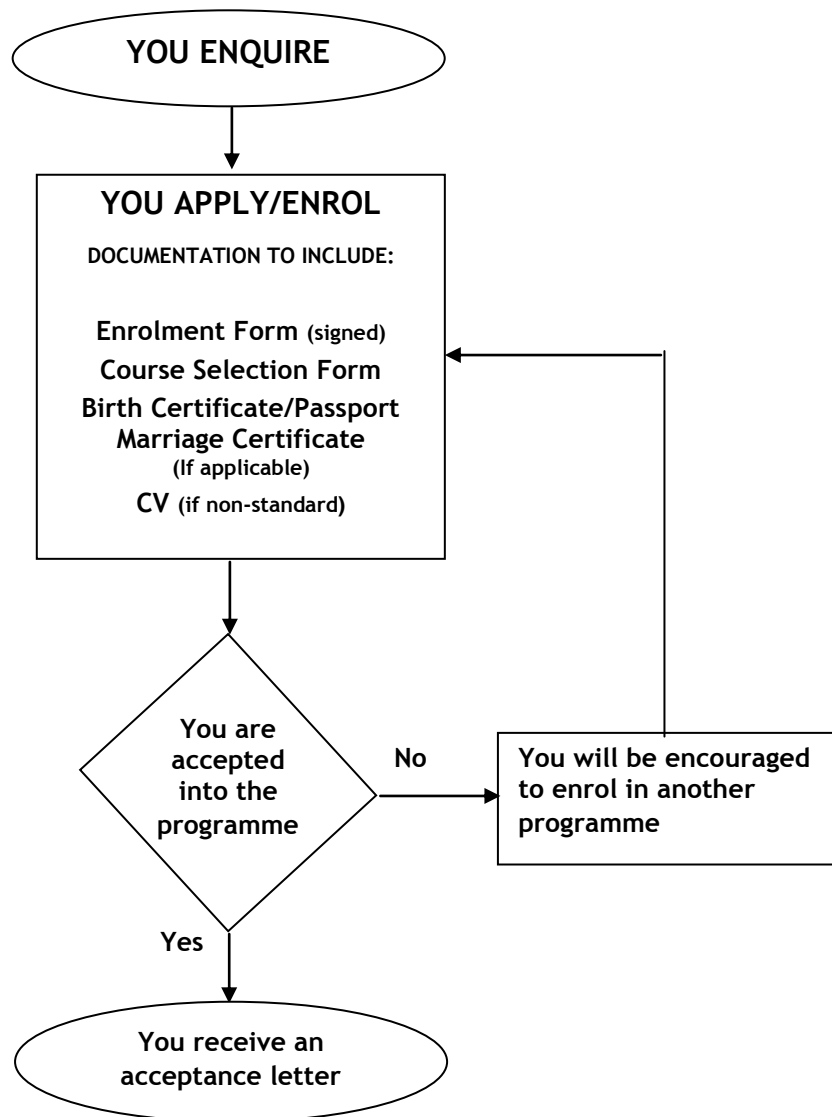
## DISCLAIMER

Information contained in this publication is correct at the time of printing, but may be subject to change. While all reasonable efforts will be made to ensure listed programmes/courses are offered and regulations are current, the Institute reserves the right to change content, method of delivery, to withdraw any programme or course of study, or to impose limitations on enrolment should circumstances require this.

Some programmes/courses mentioned in EIT publications are offered subject to final approval and accreditation or to sufficient enrolments being received.

For the latest information visit our website at [www.eit.ac.nz](http://www.eit.ac.nz)

### ENROLMENT PROCESS FLOWCHART



Timetables will be available on the EIT website in September 2009.

**DIPLOMA IN WINE MARKETING 2010  
COURSE SELECTION FORM**

**NAME:**
**DATE:**
**SEMESTER 1**
**COMPULSORY COURSES**

 WSC5.04 Grape and Wine Production 

 MGMT5.01 Introduction to Management 

 MKTY5.01 Marketing Principles 

 MKTY6.04 Sales Practice 
**SEMESTER 2**
**COMPULSORY COURSES**

 WSC6.06 Sensory Science 

 WSC5.05 Introduction to Wine Business 
**OPTIONAL COURSES:**

 Choose **TWO** of the following

 648 Marketing Planning & Control 

 MKTY6.03 Consumer Behaviour   
*Co-requisite: MKTY5.01 Marketing Principles*

 ITPM6.310 Project Management   
*Pre-requisite: ITB55.210 Business Systems OR  
MGMT5.01 Introduction to Management*

 633 Human Resource Management 

 MGMT6.04 Organisational Behaviour 

 COMM6.01 Public Relations

