BCB 101: Marketing and Branding Your Brewery: Syllabus

The University of Vermont

Sample 2023

FACULTY AND COURSE FACILITATOR

Faculty and Faculty Contact Information:
[*name and contact information for each instructor*]

As faculty and industry experts, the instructors work with the other experts to review your materials, answer content questions, participate in course discussion, and deliver the online sessions. The course schedule at the end of this syllabus will list who is the lead instructor each week.

Course Facilitator and Course Facilitator Contact Information:
[*name and contact information for each facilitato*r]

The course facilitators are your points of contact regarding general class issues, such as, discussion board grades, technical/Blackboard problems, and other general course questions.

To contact your instructors and course facilitators, use the email link in the Blackboard navigation bar to email them directly. We do our best to get back to you within 24 hrs. Please note that weekends and travel may extend this timeframe.

COURSE OVERVIEW

Course Description

As competition within the beer industry continues to grow, branding and marketing play an even greater role in ensuring a brewery's success. While it is important to make great beer, in today's landscape you also need to know how to build your brand, establish a compelling "WHY" and effectively market your brand and products. This course will address key industry trends, identify "best-practices" in differentiating your brewery, reveal how to build a solid branding and marketing plan and demonstrate how to measure success and plan for the future.

Course Objectives

By the end of the course, participants will be able to:

- Describe the key opportunities and challenges in today's beer/beverage marketplace.
- Demonstrate an understanding of the craft beer drinker and his/her motivations.
- Explain the role that marketing, branding and sales play and how they are interconnected.
- Identify the basic requirements of a successful business/marketing plan.
- Explain how positioning strategy influences all brewery decisions.
- Articulate choices a new brewery faces in terms of packaging, distribution and pricing.
- Evaluate whether the principles of positioning and branding have been successfully applied to specific objectives (i.e. naming, rebranding, portfolio selection, taproom/brewery design).
- Determine how a brewery successfully promotes its brand and products
- Use events, sponsorships and promotions to help build valuable connections to the consumer audience.
- Decide between self-distribution and a wholesaler partnership and the key criteria within each.
- Evaluate the performance of marketing and branding activities and incorporate key findings into a marketing plan.

Course Duration

8 Weeks

Course Flow

Each module week begins each Wednesday and goes to the following Tuesday night. Each new module will open on Wednesday at 12:00 am ET.

About the Live/Synchronous Sessions

The weekly optional live sessions are held online for one hour. The day and time of the live sessions varies from semester to semester.

The live sessions are an opportunity to engage with the week's topics, ask questions, and exchange ideas in real time with your instructors and course facilitator, your peers, and any guest speakers.

Each live session is recorded, and the recording is posted/linked on the Recorded Sessions page within 1-2 days of the live session.

A link to the live session meeting space in Microsoft Teams will be provided both here in the syllabus and in the course.

Course Work

We estimate the student will dedicate at least 8-10 hours a week to course work. This will be a combination of readings, discussion boards, collaborative assignments, etc.

PROGRAM REQUIREMENTS AND GRADING

Program Requirements

This is a non-credit, certificate-based program. At the conclusion of the program students do not receive a letter grade but instead receive a digital badge with the ability to download a certificate of completion. To receive this digital badge for the Business of Craft Beer Program, students must successfully complete three Business of Craft Beer certificate courses. Students also have the option of creating a Capstone Project following the completion of three courses.

Course Completion

Students who successfully complete the course will receive a digital badge for the course.

Course Grading

All students who earn a 70% or greater will receive a passing grade towards completion of their certificate. Successful completion of this course is determined by the following factors:

- **Discussions:** 40%
- **Assignments:** 50%
- **Quizzes:** 10%

Blackboard will automatically drop your lowest discussion and assignment grades. You can take each quiz as often as you like, and Blackboard will automatically select the highest grade.

Discussions are graded by the course facilitators. Assignments are graded by the instructor for that week. Quizzes are graded by Blackboard in consultation with the instructors.

Late Submissions

Timely participation in the discussions and completion of assignments and quizzes help to maximize your understanding of the material, as you work through the content within the allotted time and creates a collaborative learning experience.

We also understand that life happens. All graded assignments, discussions, and quizzes have a one-week grace period from the stated due date. After that time points are deducted from the grade as noted in the following table.

Late Submission Rubric

Submission is...	For a 10-point system	For a 100-point system
> 1 week late	.25 points deducted from grade	2.5 points deducted from grade
> 2 weeks late	.5 points deducted from grade	5 points deducted from grade
> 3 weeks late	.75 points deducted from grade	7.5 points deducted from grade
> 4 weeks late	1 point deducted from grade	10 points deducted from grade

If you have extenuating circumstances or expect to be away for more than a week, please contact the course facilitator to help work out a plan.

Feedback on Submissions

The instructors and course facilitators will provide grading and feedback within 7-10 days from the due date.

Assignments

Assignments are graded by the instructor(s) based on the rubric below.

Assignment Grading Rubric

Levels/ Criteria	Excellent	Proficient	Adequate	No Submission
Content of Assignment Submission	**8 - 10 points** Assignment submitted; addresses all assignment criteria; includes in-depth insight and/or application of course materials	**5 - 7 points** Assignment submitted; addresses all assignment criteria; Includes some insight and/or application of course materials	**2 - 4 points** Assignment submitted; partially addresses assignment criteria; lacks application of course materials	**0 points** No assignment submitted

Discussion Boards

The discussion boards are an important part of your learning experience. Most students find participating in the discussions helps them understand the course content, deepens their learning, and strengthens their ability to think critically.

- When responding to your colleagues' posts, you can draw from your experience, include questions for your colleagues in the class, or bring in additional resources to grow the conversation around the assigned topics. We are looking for more than positive reinforcement and high fives.
- The lead instructor(s), course facilitator, and guest speakers leave feedback and critiques on your posts. In this way, everyone can learn from their feedback.
- Your discussion board grade is determined by the course facilitator based on the following rubric.

Discussion Board Grading Rubric

Levels/ Criteria	Excellent	Proficient	Adequate	No Submission
Content of Post(s)	**8 - 10 points** Responds to the prompt in depth with insight and/or application of course materials; feedback includes questions, offers critique, and fosters collaboration	**5 - 7 points** Responds to the prompt with insight and/or application of course materials; feedback is constructive, but may not grow the conversation	**2 - 4 points** Responds to the prompt with little expansion, insight, or application; feedback is not substantive	**0 points** No post

COURSE SCHEDULE

MODULE	DATES	TOPICS	INSTRUCTOR(S) & GUEST(S)
Module 1: Trends in the U.S. Beer Market	Week 1: [date range] **M1 Live Session [day, date, and time]**	● Per capita consumption trends (beer, wine, spirits and cider) and the drivers of each ● Beer industry segments (domestic, import, craft) ● Demographics/psychographics of beer consumers overall and craft drinkers in particular ● Trends in package mix ● Trends in distribution ● Trends in beer styles and consumer demand	Instructor: • [name of instructor] Guest (*if any*): • [name of guest speaker]
Module 2: Trends in the Craft Category	Week 2: [date range] **M2 Live Session [day, date, and time]**	● The origins and drivers of the modern craft beer movement and craft beer culture ● Craft segments (regional, micro, etc.)	Instructor: • [name of instructor] Guest (*if any*): • [name of guest speaker]

MODULE	DATES	TOPICS	INSTRUCTOR(S) & GUEST(S)
		- Geographic differences and how this influences the craft beer market - Trends in container & packaging mix (package sizes, cans/bottles/draft) - Pricing trends - Retail trends including the growth and role of craft taprooms - Case studies on successful breweries as well as those that have failed - Merger and acquisition activity and its impact	
Module 3: The Basics of Marketing and Branding	Week 3: [date range] **M3 Live Session [day, date, and time]**	- Define marketing and branding, including the purpose of each - The primary differences between marketing, sales and branding - The "4 P's" (price, product, promotion, and place) - Advertising, events, sponsorships, and public relations with real-world examples - The consumer decision journey - Strategies vs. tactics - The basics of a marketing plan including SWOT analysis	Instructor: • [name of instructor] Guest (*if any*): • [name of guest speaker]
Module 4: Brand Positioning Strategy	Week 4: [date range] **M4 Live Session**	- Brand requirements: authentic, different, relevant and motivating - The brand audit, i.e. who are we?	Instructor: • [name of instructor] Guest (*if any*):

MODULE	DATES	TOPICS	INSTRUCTOR(S) & GUEST(S)
	[day, date, and time]	● Identifying the target customer ● The basics of positioning: values, essence, tangible and intangible benefits, personality ● The importance of consistency across all communication including style choices, distribution choices, taproom design, etc.	• [name of guest speaker]
Module 5: Crash Course in Craft Beer Branding	Week 5: [date range] **M5 Live Session [day, date, and time]**	● How to achieve brand positioning ● How to define core brand values ● How to define brand essence ● Developing a modular brand identity	Instructor: • [name of instructor] Guest (*if any*): • [name of guest speaker]
Module 6: Branding in Action: Case Studies	Week 6: [date range] **M6 Live Session [day, date, and time]**	● Branding for production breweries (and package design) ● Important considerations for rebranding ● How branding can inform a beer portfolio and go-to-market strategy ● Environmental design	Instructor: • [name of instructor] Guest (*if any*): • [name of guest speaker]
Module 7: Marketing Execution	Week 7: [date range] **M7 Live Session [day, date, and time]**	● Word-of-mouth and how to stimulate and encourage it ● Effective use of digital and social media ● Unpaid media/communications ● Events, sponsorships and promotions ● Distribution (self vs.	Instructor: • [name of instructor] Guest (*if any*): • [name of guest speaker]

MODULE	DATES	TOPICS	INSTRUCTOR(S) & GUEST(S)
		wholesaler, framework, key criteria)	
Module 8: Measurement and Research	Week 8: [date range] **M8 Live Session [day, date, and time]**	● Planning inputs ● Research tools: purpose and limitations of surveys, qualitative interviews and other observational activities ● Use and limitations of beer rating sites (Untappd, Ratebeer, BeerAdvocate, etc.) ● Availability and use of secondary sources (IRI, etc.) ● KPI's ● SWOT analysis	Instructor: • [name of instructor] Guest (*if any*): • [name of guest speaker]

UVM POLICIES

Student Learning Accommodations

In keeping with University policy, any student with a documented disability interested in utilizing accommodations should contact ACCESS, the office of Disability Services on campus. ACCESS works with students and faculty in an interactive process to explore reasonable and appropriate accommodations via an accommodation letter to faculty with approved accommodations as early as possible each semester.   All students are strongly encouraged to meet with their faculty to discuss the accommodations they plan to use in each course.

Contact ACCESS: A170 Living/Learning Center; 802-656-7753; access@uvm.edu; www.uvm.edu/access

Please see UVM's policy on disability certification, accommodation and student support (.pdf).

Religious Holidays

Students have the right to practice the religion of their choice. If you need to miss class to observe a religious holiday, please submit the dates of your absence to me in writing by the end of the second full week of classes. You will be permitted to make up work within a mutually agreed-upon time.

Academic Integrity

The [Code of Academic Integrity (.pdf)](#) addresses plagiarism, fabrication, collusion, and cheating.

Grade Appeals

If you would like to contest a grade, please follow the procedures outlined in the [Grade Appeals policy (.pdf)](#).

Grading

For information on grading and GPA calculation, please see the [Grading Policies page](#) for Graduate students.

Code of Student Rights and Responsibilities

The [Code of Student Conduct (.pdf)](#) outlines the student's responsibility for promoting the community's welfare.