

**Rowan College of South Jersey
Academic Certificate in
Beverage Tourism/Tasting Room Management
Transfer Program Requirements
Suggested Four Semester Sequence of Courses**

The craft beverage industry currently consisting of wineries, breweries and distilleries, is expanding rapidly throughout this region. A common thread among these businesses is the presence of tasting rooms as key marketing venues. Collectively, these tasting rooms have the potential to develop into a major attraction bringing tourists into the region, with beverage tourism becoming an economic driver in the hospitality industry. This program is designed to prepare a workforce capable of managing tasting rooms across the business sector, which will deliver exemplary tasting room experiences. Students who have completed the program will be able to:

- Serve alcoholic beverages in compliance with relevant State and Federal regulations in tasting rooms and remote venues.
- Distinguish between when to serve a patron or to withhold service, and to implement that decision in a courteous and effective manner.
- Speak knowledgeably about the alcoholic beverages including general information on production techniques, history, cultural context and food pairings.
- Effectively perform sensory evaluation on a variety of alcoholic beverages and speak knowledgeably on the results of this evaluation.
- Convey information regarding winery, brewery, and distillery venues and related accommodations.

First Year

Fall Semester

		Credits
___BT 101	State and Federal Alcohol Compliance and Safe Alcohol Handling	4
___BT 102	Survey of Alcoholic Beverages	3
___BT 103	Wines of the World	3
___EN 101	English Composition I	3
___BU 115	Introduction to Business	3
		16

Spring Semester

___BT 104	Beer of the World	3
___BT 201	Breweries, Distilleries & Wineries of NJ	3
___BT 202	Principles of Tasting Room Management	3
___BU 118	Professional Selling	3
___SP 203	Effective Speech	3
		15

Total Minimum Credits: 31

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Required Core and Elective Courses

Communications

		<u>Credits</u>
EN 101	English Composition I	3
SP 203	Effective Speech	3

Program Courses

BT 101	State and Federal Alcohol Compliance and Safe Alcohol Handling	4
BT 102	Survey of Alcoholic Beverages	3
BT 103	Wines of the World	3
BT 104	Beer of the World	3
BT 201	Breweries, Distilleries & Wineries of NJ	3
BT 202	Principles of Tasting Room Management	3
BU 115	Introduction to Business	3
BU 118	Professional Selling	3
Total Minimum Credits		31