

Degree Offered

Academic Certificate
Beverage/Tourism
Tasting Room Management

Curriculum Code: BEV.AC

Program Information

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 entering this program will be adult learners (21 years or older) either seeking to enter the beverage tourism field, or currently employed in tasting rooms and seeking to advance their careers.

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Beverage Tourism/Tasting Room Management, AC

Program Requirements (31 credits)

Credits

Year 1, Fall Semester

<input type="checkbox"/> BT 101 State and Federal Alcohol Compliance and Safe Alcohol Handling	4
<input type="checkbox"/> BT 102 Survey of alcoholic Beverages	3
<input type="checkbox"/> BT 103 Wines of the World	3
<input type="checkbox"/> EN 101 English Composition I	3
<input type="checkbox"/> BU 115 Introduction to Business	3
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Year 1, Spring Semester

<input type="checkbox"/> BT 104 Beer of the World	3
<input type="checkbox"/> BT 201 Breweries, Distilleries & Wineries of NJ	3
<input type="checkbox"/> BT 202 Principles of Tasting Room Mgmt.	3
<input type="checkbox"/> BU 118 Professional Selling	3
<input type="checkbox"/> SP 203 Effective Speech	3
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Total Credits 31

Upon completion of this program students should 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.

Gainful Employment Link

www.rccsj.edu/gainfulemployment