

WINE AND CRAFT BEVERAGE MANAGEMENT MINOR (CCB)

Banner Code: WCBM

Website: <https://business.gmu.edu/>

Admissions & Policies

Admissions

This minor is available to all Mason undergraduate students.

Policies

Eight credits of coursework must be unique to the minor and students must complete all coursework with a minimum GPA of 2.00. For policies governing all minors, see AP.5.3.4 Minors (<http://catalog.gmu.edu/policies/academic/undergraduate-policies/#ap-5-3-4>).

Requirements

Minor Requirements

Total credits: 18

Required Courses

Code	Title	Credits
SRTM 303	Introduction to Wine Craft Beverage Management	3

Marketing

Select one from the following: 3

SPMT 412	Sport Marketing and Sales
TOUR 412	Hospitality, Tourism, and Events Management Marketing and Sales
MKTG 303	Principles of Marketing

Cost Control/Finance

Select one from the following: 3

ACCT 303	Accounting for Decision Making
FNAN 303	Financial Management
or MBUS 308	Corporate Finance and Investments in a Global Economy
SPMT 420	Economics and Finance in the Sport Industry
TOUR 310	Food and Beverage Management

Total Credits 9

Electives

Code Title Credits

Select two from the following: ¹ 6

ACCT 311	Managerial and Cost Accounting
MKTG 353	New Product Development
MGMT 451	Introduction to Entrepreneurship
MGMT 452	Experiential Entrepreneurship
NUTR 430	Introduction to Wine and Beer
RMGT 310	Program Planning and Evaluation

RMGT 323	Program Leadership and Evaluation
TOUR 220	Introduction to Event Management
TOUR 221	Event Implementation and Evaluation
TOUR 230	Introduction to Hospitality Management
TOUR 343	Wine and Food Tourism
TOUR 414	Hospitality, Tourism, and Events Management Finance

Total Credits 6

1

Tourism and Events Management, BS (<http://catalog.gmu.edu/colleges-schools/education-human-development/school-sport-recreation-tourism-management/tourism-and-events-management-bs/>) students are required to select at least one RMGT, MKTG, or NUTR course as an elective.

Field Experience

- 3 credits field experience is required at winery, brewery, or distillery
- Students can repeat field experience once
- Students can take the field experience course after completing the three required courses.

Code	Title	Credits
SRTM 342	Wine Craft Beverage Field Experience	3
Total Credits		3