

# WINE AND CRAFT BEVERAGE MANAGEMENT MINOR (CEHD)

**Banner Code:** WCBM

## Academic Advising

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## Admissions and 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

Select two from the following: <sup>1</sup> 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

<sup>1</sup> 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