

Brewing Sales and Marketing Certificate (BREWC)

The craft beer and beverage industry is one of the fastest growing in the United States and many other parts of the world. The Brewing Sales and Marketing Certificate prepares its graduates for employment opportunities in many areas of the craft beverage industry including brewery representative, craft beer sales and distribution, or tasting room management. Students develop skills and gain knowledge of topics such as sensory evaluation of beverages, taproom management, and key components of beer tourism.

For more information, please contact the Business Technologies Division at (513) 569-1620.

Brewing Sales and Marketing (BREWC)

Program prerequisite: Applicants must be at least 21 years old before entering the certificate program.

First Year

Semester 1		Lec	Lab	Credits
BREW 100	Introduction to Craft Beer	3	0	3
BREW 160	Sensory Evaluation of Beer	2	3	3
HRM 110	Food and Beverage Cost Control	3	0	3
MKT 130	Professional Selling	3	0	3
Semester 2				
MKT 105	Marketing and Customer Relations	3	0	3
BREW 210	Beverage Marketing and Sales	3	0	3
BREW 240	Legal Issues in Brewing and Beverages	3	0	3
BREW 105	Beverage Tour and Tasting Management	2	2	3

Total Credits:

24

Faculty

Program Advisor

Professor Carla Gesell-Streeter, MA
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Courses

BREW 100 Introduction to Craft Beer

3 Credits. 3 Lecture Hours. 0 Lab Hour.

An introduction to craft beers and brewing for those not pursuing the Brewing Science associate's degree. Topics include: beer and brewing history, production, characteristics, taxonomy, and evaluation.

Prerequisites: None

BREW 105 Beverage Tour and Tasting Management

3 Credits. 2 Lecture Hours. 2 Lab Hours.

A course on developing, marketing, and managing the craft beverage tour experience. Topics include: providing customer service, implementing special events, and operating a tasting room.

Prerequisites: BREW 100

BREW 160 Sensory Evaluation of Beer

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on the visual, olfactory and gustatory parameters used in the evaluation of beer. Topics include: aromas, finish, flavor/taste interaction, and factors affecting product quality; as well as descriptive analysis/model systems, judging systems, and set-up and operation of beverage competitions.

Prerequisites: Admitted to the BREW degree program or BREWC certificate program, or instructor consent

Instructor Consent Required

BREW 210 Beverage Marketing and Sales

3 Credits. 3 Lecture Hours. 0 Lab Hour.

A course on marketing and selling beer and other brewed, fermented, or distilled products. Topics include: industry/consumer trends; and economic, legal, and social considerations that affect beverage marketing and sales, including branding, pricing, promotion, and distribution.

Prerequisites: BREW 160

BREW 240 Legal Issues in Brewing and Beverages

3 Credits. 3 Lecture Hours. 0 Lab Hour.

A course on the legal and regulatory environment applicable to the brewing, distillation, and fermentation industries. Topics include: social and ethical responsibilities; and state/federal regulations including licensing, taxation, labeling, record keeping, permits, inspections, and interstate/international commerce.

Prerequisites: BREW 160