

Business of Craft Beer 101: Marketing and Branding Your Brewery

The University of Vermont

CDE_BCB101

FACULTY AND COURSE FACILITATOR

Faculty: Joel Hueston

Faculty Contact Information: joel.hueston@firstkey.com

Faculty: Mike Kallenberger

Faculty Contact Information: mike.kallenberger@firstkey.com

Faculty: Isaac Arthur

Faculty Contact Information: isaac@cododesign.com

This course is designed with three faculty leads: Joel Hueston, Mike Kallenberger, and Isaac Arthur, and a number of subject matter experts who offer their wealth of experience.

As faculty co-leads and industry experts, Joel, Mike, and Isaac work with the other experts to review your materials, answer content questions, participate in course discussion, and deliver the online sessions. The course schedule at the end of this syllabus lists who is the lead instructor each week.

Course Facilitator: Michelle Forster

Course Facilitator Contact Information: Forsterbrewing@gmail.com

As a course facilitator, Michelle Forster is your point of contact regarding general class issues, such as, discussion board grades, technical/Blackboard problems, and other general course questions.

To contact Michelle, Joel, Mike, or Isaac, use the email link in the Blackboard navigation bar to email them directly. We do our best to get back to you within 24 hrs. Please note that weekends and travel may extend this timeframe.

COURSE OVERVIEW

Course Description

As competition within the beer industry continues to grow, branding and marketing play an even greater role in ensuring a brewery's success. While it is important to make great beer, in today's landscape you also need to know how to build your brand, establish a compelling "WHY" and effectively market your brand and products. This course will address key industry trends, identify "best-practices" in differentiating your brewery, reveal how to build a solid branding and marketing plan and demonstrate how to measure success and plan for the future.

Course Objectives

By the end of the course, participants will be able to:

- Describe the key opportunities and challenges in today's beer/beverage marketplace
- Demonstrate an understanding of the craft beer drinker and his/her motivations
- Explain the role that marketing, branding and sales play and how they are interconnected
- Identify the basic requirements of a successful business/marketing plan
- Explain how positioning strategy influences all brewery decisions
- Articulate choices a new brewery faces in terms of packaging, distribution and pricing
- Evaluate whether the principles of positioning and branding have been successfully applied to specific objectives (i.e. naming, rebranding, portfolio selection, taproom/brewery design)
- Determine how a brewery successfully promotes its brand and products
- Use events, sponsorships and promotions to help build valuable connections to the consumer audience
- Decide between self-distribution and a wholesaler partnership and the key criteria within each
- Evaluate the performance of marketing and branding activities, and incorporate key findings into a marketing plan

Course Duration

8 Weeks

Course Flow

Our week runs from Wednesday to Tuesday night. Each new module opens on Tuesday at 11:59PM.

Live/Synchronous Sessions

The class will meet for live/synchronous sessions on **Tuesdays at 7pm ET** for about an hour.

Course Work

We estimate the student will dedicate at least 8-10 hours a week to course work. This will be a combination of readings, discussion boards, collaborative assignments, etc.

PROGRAM REQUIREMENTS AND GRADING

Program Requirements

This is a non-credit, certificate based, program. At the conclusion of the program students do not receive a letter grade but instead receive a certificate of completion. In order to receive a certificate of completion for the Business of Craft Beer Program, students must successfully complete three Business of Craft Beer courses. Students also have the option of creating a Capstone Project. The Capstone Project takes place following completion of three courses.

Course Grading

In order to pass this course students must earn a 70%, or greater, based on the below criteria. Successful completion of this course is determined by the following factors:

- **Peer Review and Discussion Board:** Timely completion and participation in weekly peer review and discussion board postings makes up 70% of the grade for this course.
- **Assignments:** 20% of your grade is based on the completion of the module assignments.
- **Quizzes:** 10% of your grade is based on the completion of the module quizzes.

Students are encouraged to participate every week and are able to pass/miss two weeks of discussion without any penalty. Blackboard will automatically drop your two lowest discussion grades. Please notifying the course facilitator if you plan on missing two weeks.

Our goal of dropping your two lowest discussion board grades is to provide you the opportunities to focus on the assignments that are most important to you while balancing your class load.

Late Submissions

Timely participation is an important component of the course, and maximizes both your understanding of the material and the creation of a collaborative learning experience as you offer thoughtful feedback to your peers.

Submissions based on a 10-point system will receive the following deductions:

- > 1 week late: .25 points deducted from grade
- > 2 weeks late: .5 points deducted from grade
- > 3 weeks late: .75 points deducted from grade
- > 4 weeks late: 1 point deducted from grade

Submissions based on a 100-point system will receive the following deductions:

- > 1 week late: 2.5 points deducted from grade
- > 2 weeks late: 5 points deducted from grade
- > 3 weeks late: 7.5 points deducted from grade
- > 4 weeks late: 10 points deducted from grade

Feedback on Submissions

The instructors and course facilitators will provide grading and feedback within 7-10 days from an activity's due date.

Discussion Boards

The discussion boards are an important part of your learning experience. Most students find participating in discussions help them understand the course content, deepens their learning, and strengthens their ability to think critically.

- Each week you are asked to share an original post on the discussion board and provide at least one response post with substantive feedback to your peer's work. The feedback can draw from your experience, include questions for your colleagues in the class, or bring in additional resource to grow the conversation around the assigned topics. We are looking for more than positive reinforcement and high fives.
- The course instructor and guest instructors leave feedback and critiques on your posts in the discussion board. In this way, everyone can learn from their feedback.

- Your weekly discussion board grade is determined by the course facilitator based on the rubric below.
- Your grade will be entered into the system the week after it is assigned.

Each Discussion Board (DB) grade is based on the following rubric:

Criteria	Master	Adept	Competent	Needs Improvement
Content of Original Post	7 points Responds to the discussion prompt in depth, provides insight and application of week's materials	5 points Responds to the discussion prompt and provides examples of insight or application	3 points Responds to the discussion prompt with little expansion, insight, or application	0 points No post
Content of Response Post(s)	3 points Includes questions, offers critique, and fosters collaboration	2 points Offers constructive feedback but may not grow the conversation	1 point Post(s) are not substantive	0 points No post(s)

COURSE SCHEDULE

Module	Dates	Topics	Instructors and Guest Speakers
Trends in the U.S. Beer Market	Week 1	<ul style="list-style-type: none"> ● Per capita consumption trends (beer, wine, spirits and cider) and the drivers of each ● Beer industry segments (domestic, import, craft) ● Demographics/psychographics of beer consumers overall and craft drinkers in particular ● Trends in package mix ● Trends in distribution ● Trends in beer styles and consumer demand 	<p>Instructors:</p> <ul style="list-style-type: none"> ● Joel Hueston & Mike Kallenberger <p>Guest:</p> <ul style="list-style-type: none"> ● Lester Jones, Chief Economist for the National Beer Wholesalers Association
Trends in the Craft Category	Week 2	<ul style="list-style-type: none"> ● The origins and drivers of the modern craft beer movement and craft beer culture ● Craft segments (regional, micro, etc.) ● Geographic differences and how this influences the craft beer market ● Trends in container & packaging mix (package sizes, cans/bottles/draft) ● Pricing trends ● Retail trends including taprooms ● Case studies on successful breweries as well as those that have failed ● Merger and acquisition activity and its impact 	<p>Instructors:</p> <ul style="list-style-type: none"> ● Mike Kallenberger & Joel Hueston <p>Guest:</p> <ul style="list-style-type: none"> ● Bart Watson, Chief Economist for the Brewers Association
The Basics of Marketing and Branding	Week 3	<ul style="list-style-type: none"> ● Define marketing and branding, including the purpose of each ● The primary differences between marketing, sales and branding ● The “4 P’s” (price, product, promotion, and place) 	<p>Instructor:</p> <ul style="list-style-type: none"> ● Joel Hueston

		<ul style="list-style-type: none"> • Advertising, events, sponsorships, and public relations with real-world examples • The consumer decision journey • Strategies vs. tactics • The basics of a marketing plan including SWOT analysis 	
Brand Positioning Strategy	Week 4	<ul style="list-style-type: none"> • Brand requirements: authentic, different, relevant and motivating • The brand audit, i.e. who are we? • Identifying the target customer • The basics of positioning: values, essence, tangible and intangible benefits, personality • The importance of consistency across all communication including style choices, distribution choices, taproom design, etc. 	Instructor: • Mike Kallenberger
Crash Course in Craft Beer Branding	Week 5	<ul style="list-style-type: none"> • How to achieve brand positioning • How to define core brand values • How to define brand essence • Developing a modular brand identity • A primer on different website types & social channels 	Instructor: • Isaac Arthur
Branding in Action: Case Studies	Week 6	<ul style="list-style-type: none"> • Branding for production breweries (and package design) • Important considerations for rebranding • How branding can inform a beer portfolio and go-to-market strategy • Environmental design 	Instructor: • Isaac Arthur Guests: • Derek Fernholz, Co-founder & Brewer at Fernson Brewing Co. • Mitch Torbert, Graphic Designer & Project Manager at Fernson Brewing Co.

Marketing Execution	Week 7	<ul style="list-style-type: none"> • Word-of-mouth and how to stimulate and encourage it • Effective use of digital and social media • Unpaid media/communications • Events, sponsorships and promotions • The growth and role of craft taprooms • Distribution (self vs. wholesaler, framework, key criteria) 	<p>Instructor:</p> <ul style="list-style-type: none"> • Joel Hueston <p>Guest:</p> <ul style="list-style-type: none"> • Jamie Smith, Brand Marketing Director at Firestone Walker Brewing Company
Measurement and Research	Week 8	<ul style="list-style-type: none"> • Planning inputs • Research tools: purpose and limitations of surveys, qualitative interviews and other observational activities • Use and limitations of beer rating sites (Untappd, Ratebeer, BeerAdvocate, etc.) • Availability and use of secondary sources (IRI, etc.) • KPI's • SWOT analysis 	<p>Instructor:</p> <ul style="list-style-type: none"> • Mike Kallenberger

Student Learning Accommodations: In keeping with University policy, any student with a documented disability interested in utilizing accommodations should contact ACCESS, the office of Disability Services on campus. ACCESS works with students and faculty in an interactive process to explore reasonable and appropriate accommodations via an accommodation letter to faculty with approved accommodations as early as possible each semester. All students are strongly encouraged to meet with their faculty to discuss the accommodations they plan to use in each course.

Contact ACCESS: A170 Living/Learning Center; 802-656-7753; access@uvm.edu; www.uvm.edu/access

UVM's policy on disability certification and student support: www.uvm.edu/~uvmppg/ppg/student/disability.pdf

Religious Holidays: Students have the right to practice the religion of their choice. If you need to miss class to observe a religious holiday, please submit the dates of your absence to me in writing by the end of the second full week of classes. You will be permitted to make up work within a mutually agreed-upon time.

Academic Integrity: The policy addresses plagiarism, fabrication, collusion, and cheating. <http://www.uvm.edu/~uvmppg/ppg/student/acadintegrity.pdf>

Grade Appeals: If you would like to contest a grade, please follow the procedures outlined in this policy: <http://www.uvm.edu/~uvmppg/ppg/student/gradeappeals.pdf>

Grading: For information on grading and GPA calculation, go to www.uvm.edu/academics/catalogue and click on Policies for an A-Z listing.

Code of Student Rights and Responsibilities:
www.uvm.edu/~uvmppg/ppg/student/studentcode.pdf

FERPA Rights Disclosure: The purpose of this policy is to communicate the rights of students regarding access to, and privacy of their student educational records as provided for in the Family Educational Rights and Privacy Act (FERPA) of 1974.
<http://www.uvm.edu/~uvmppg/ppg/student/ferpa.pdf>