

Bachelor of Wine Marketing

These Program Rules should be read in conjunction with the University's policies (<http://www.adelaide.edu.au/policies>).

1 Duration of program

The program for the degree shall extend over three years of full-time study or the part-time equivalent.

2 Admission

2.1 Status, exemption and credit transfer

2.1.1 Exemption from any part of the program on the first occasion on which a candidate takes a course will be granted only in exceptional cases and on grounds approved by the Faculty.

Note: Partial or full status may be granted on account of International Baccalaureate upon application to the Faculty.

2.1.2 Candidates who have previously passed courses offered in other programs at the University of Adelaide or other recognised tertiary institutions and who wish to count such courses towards their degree may, on written application to the Faculty, be granted status towards such specific degree requirements as the Faculty shall determine, subject to the following conditions:

- a Status will normally only be considered for courses passed within the previous ten years. Status may be granted on a course for course basis or on the basis of course for group of courses. Status will be granted only for courses that meet the academic requirements of the award towards which credit is sought.
- b The candidate shall present a range of courses which fulfils the requirements of the relevant Academic Program Rules.
- c A candidate shall complete a minimum of 24 units towards the award, as defined in 5.2 below which have not been presented for any other degree.

3 Assessment and examinations

3.1 In determining a candidate's final result in a course the assessors may take into account oral, written, practical or examination work, provided that the candidate has been given notice at the beginning of the course of the way in which the work will be taken into account and of its relative importance in the final result.

3.2 There shall be four classifications of pass in any course for the degrees, as follows: Pass with High Distinction, Pass with Distinction, Pass with Credit, Pass.

- 3.3
 - a A candidate who obtains a Pass or higher grade in a course cannot repeat the course.
 - b A candidate who fails to obtain a Pass or higher grade in a course or who obtains a Conceded Pass and who desires to take the course again shall, unless exempted wholly or partially therefrom by the Head of School concerned or their delegate, do written and laboratory or other work in that course to the satisfaction of the teaching staff concerned.
 - c A candidate who has twice failed to obtain a Pass or higher in any course shall not enrol for the course again, or for any other course which in the opinion of the Faculty contains a substantial amount of the same material, except by permission of the Faculty and under such conditions as the Faculty may prescribe.

4 Qualification requirements

4.1 To qualify for the degree a candidate shall pass courses, listed in 4.2 following, to the value of 72 units.

4.2 Academic program

4.2.1 Level I

Passes in Level I courses:

Semester 1

ECON 1004 Principles of Microeconomics I 3

or

WINEMKTG 1026EX Microeconomic Principles 3

ECON 1008 Business and Economic Statistics I 3

or

WINEMKTG 1015EX Data Analysis for Food and Wine Business I 3

OENOLOGY 1000NW/1000EX Introductory Grape and Wine Knowledge.....	3
WINEMKTG 1013WT/1013EX Wine and Food Marketing Principles I.....	3
Semester 2	
ACCTING 1002 Accounting for Decision Makers.....	3
<i>or</i>	
WINEMKTG 1008EX Introduction to Managerial and Financial Accounting I.....	3
COMMLAW 1004 Commercial Law I (S)	3
<i>or</i>	
WINEMKTG 1003EX Legal Issues in Wine Marketing I.....	3
ECON 1000 Principles of Macroeconomics I	3
<i>or</i>	
WINEMKTG 1063EX Macroeconomic Essentials for Wine and Food Business I	3
OENOLOGY 1001WT/1001EX Vineyard and Winery Operations I	3
4.2.2 Level II	
Level II courses, which shall include:	
i passes in core courses:	
Semester 1	
AGRIBUS 2500EX Introduction to Business Management II	3
<i>or</i>	
WINEMKTG 2500WT Applied Management Science II.....	3
OENOLOGY 2500NW/2500EX Vineyard and Winery Operations II	3
Semester 2	
WINEMKTG 2501WT/2501EX Applied Marketing Research II	3
WINEMKTG 2503WT/2503EX International Marketing of Wine & Agricultural Products II.....	3
ii passes in additional Level II courses to the value of 12 units selected in consultation with the Program Coordinator.	
4.2.3 Level III	
Level III courses, which shall include:	
i passes in core courses	
Semester 1	
WINEMKTG 3500WT/3500EX Global Wine Market III	3
WINEMKTG 3505WT/3505EX Wine and Food Tourism and Festivals III.....	3
Semester 2	
WINEMKTG 3501WT/3501EX Winery Business Management III	6
WINEMKTG 3507WT/3507EX Wine Retail and Distribution Management III	3
ii passes in additional courses to the value of 9 units chosen from:	
Semester 1	
WINEMKTG 2506WT/2506EX Wine and Society II	3
WINEMKTG 2504WT/2504EX International Wine Law II.....	3
WINEMKTG 3503WT/3503EX Food Marketing III.....	3
WINEMKTG 3504WT/3504EX Internet Marketing and E-Commerce III.....	3
Semester 2	
AGRIBUS 3010WT International Agribusiness Environment III	3
WINEMKTG 2505EX Strategic Marketing Management II	3
WINEMKTG 3506WT/3506EX Database Marketing for Food and Wine Business III.....	3
It is recommended that students wishing to specialise in marketing include the following courses amongst their electives:	
Semester 1	
WINEMKTG 3502WT/3502EX Advertising and Promotion III	3

Semester 2
MARKETNG 2501 Consumer Behaviour II..... 3

or

WINEMKTG 2502EX Consumer Behavioural Analysis II..... 3

It is recommended that students wishing to specialise in finance, economics and trade include the following courses amongst their electives:

Semester 1

ECON 2506 Intermediate Macroeconomics II..... 3

ECON 3506 International Trade III 3

Semester 2

ECON 2507 Intermediate Microeconomics II..... 3

ECON 2500 International Trade & Investment Policy II 3

or additional courses offered by the Faculty of Sciences or any courses in the Bachelor of Commerce or Bachelor of Economics for which the student is eligible to enrol.

4.3 Unacceptable combinations of courses

No candidate will be permitted to count towards an award any course, together with any other course, which, in the opinion of the Faculty, contains a substantial amount of the same material, and no course or portion of a course may be counted twice towards an award.

4.4 Graduation

Subject to Chapter 89 of the Statutes, candidates who have satisfied the requirements for any award of the University shall be admitted to that award.

5 Special circumstances

When in the opinion of the Faculty special circumstances exist, the Council, on the recommendation of the Faculty in each case, may vary any of the provisions of the Academic Program Rules for any particular award.