

BCB 103: Distribution and Sales in Craft Beer: Syllabus

The University of Vermont

Sample 2023

FACULTY AND COURSE FACILITATOR

Faculty and Faculty Contact Information:

[name and contact information for each instructor]

As faculty and industry experts, the instructors 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 will list who is the lead instructor each week.

Course Facilitator and Course Facilitator Contact Information:

[name and contact information for each facilitator]

The course facilitators are your points of contact regarding general class issues, such as, discussion board grades, technical/Blackboard problems, and other general course questions.

To contact your instructors and course facilitators, 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

This course focuses on the various strategies and tactics required to sell beer and promote a brewery's brand. With the growth of taprooms as a focus for many breweries, we will also examine how to maximize revenue opportunities and engagement with customers. Whether you are planning a brewery or a career in beer sales, this course provides essential details to gain success in today's crowded retail market.

Course Objectives

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

- Analyze packaging, distribution and sales trends in the craft beer industry
- Articulate how the three-tier system impacts the sale of beer

- Describe the margin structure for beer pricing
- Develop a can strategy using strategic pricing and break-even analysis, and adjust price to consumer (PTC) to target a competitor
- Build a successful relationship with your distributor, with an understanding of how this relationship informs the sales process
- Determine if/when self-distribution is appropriate and outline the related sales process for breweries who elect to self-distribute
- Utilize a range of sales techniques and strategies to get attention, clarify sales proposals, probe for information, overcome retailer objections, gain distributor and retailer buy-in, and close the sale
- Utilize strategies and techniques for in-store sales and point-of-sale (POS) on display
- Leverage market evaluation tools (IRI, VIP (IDig), Nielsen)

Course Duration

8 Weeks

Course Flow

Each module week begins each Wednesday and goes to the following Tuesday night. Each new module will open on Wednesday at 12:00 am ET.

About the Live/Synchronous Sessions

The weekly optional live sessions are held online for one hour. The day and time of the live sessions varies from semester to semester.

The live sessions are an opportunity to engage with the week's topics, ask questions, and exchange ideas in real time with your instructors and course facilitator, your peers, and any guest speakers.

Each live session is recorded, and the recording is posted/linked on the Recorded Sessions page within 1-2 days of the live session.

A link to the live session meeting space in Microsoft Teams will be provided both here in the syllabus and in the course.

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 digital badge with the ability to download a certificate of completion. To receive this digital badge for the Business of Craft Beer Program, students must successfully complete three Business of Craft Beer certificate courses. Students also have the option of creating a Capstone Project following the completion of three courses.

Course Completion

Students who successfully complete the course will receive a digital badge for the course.

Course Grading

All students who earn a 70% or greater will receive a passing grade towards completion of their certificate. Successful completion of this course is determined by the following factors:

- **Discussions:** 40%
- **Assignments:** 60%

Blackboard will automatically drop your lowest discussion and assignment grades.

Discussions are graded by the course facilitators. Assignments are graded by the lead instructor for that week.

Late Submissions

Timely participation in the discussions and completion of assignments and quizzes help to maximize your understanding of the material as you work through the content within the allotted time, and creates a collaborative learning experience.

We also understand that life happens. All graded assignments, discussions, and quizzes have a one-week grace period from the stated due date. After that time points are deducted from the grade as noted in the following table.

Late Submission Rubric

Submission is...	For a 10-point system	For a 100-point system
> 1 week late	.25 points deducted from grade	2.5 points deducted from grade
> 2 weeks late	.5 points deducted from grade	5 points deducted from grade
> 3 weeks late	.75 points deducted from grade	7.5 points deducted from grade
> 4 weeks late	1 point deducted from grade	10 points deducted from grade

If you have extenuating circumstances, or expect to be away for more than a week, please contact the course facilitator to help work out a plan.

Feedback on Submissions

The instructors and course facilitators will provide grading and feedback within 7-10 days from the due date.

Assignments

Assignments are graded by the instructor(s) based on the rubric below.

Assignment Grading Rubric

Levels/ Criteria	Excellent	Proficient	Adequate	No Submission
Content of Assignment Submission	8 - 10 points Assignment submitted; addresses all assignment criteria; includes in-depth insight and/or application of	5 - 7 points Assignment submitted; addresses all assignment criteria; Includes some insight and/or application of course materials	2 - 4 points Assignment submitted; partially addresses assignment criteria; lacks application of course materials	0 points No assignment submitted

Levels/ Criteria	Excellent	Proficient	Adequate	No Submission
	course materials			

Discussion Boards

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

- When responding to your colleagues' posts, you can draw from your experience, include questions for your colleagues in the class, or bring in additional resources to grow the conversation around the assigned topics. We are looking for more than positive reinforcement and high fives.
- The lead instructor(s), course facilitator, and guest speakers leave feedback and critiques on your posts. In this way, everyone can learn from their feedback.
- Your discussion board grade is determined by the course facilitator based on the following rubric.

Discussion Board Grading Rubric

Levels/ Criteria	Excellent	Proficient	Adequate	No Submission
Content of Post(s)	8 - 10 points Responds to the prompt in depth with insight and/or application of course materials; feedback includes questions, offers critique, and fosters collaboration	5 - 7 points Responds to the prompt with insight and/or application of course materials; feedback is constructive, but may not grow the conversation	2 - 4 points Responds to the prompt with little expansion, insight, or application; feedback is not substantive	0 points No post

COURSE SCHEDULE

MODULE	DATES	TOPICS	INSTRUCTOR(S) & GUEST(S)
Module 1: Industry Trends and the Three- Tier System	Week 1: [date range] M1 Live Session [day, date, and time]	<ul style="list-style-type: none"> • Distribution and sales trends in the craft beer industry • The three-tier system and taxes • Roles and responsibilities within the three-tier system (manufacturer, distributor, retailer) • Wholesaler exclusivity and distribution rights/obligations • How state and local laws impact beer sales 	Instructor: • [name of instructor] Guest (<i>if any</i>): • [name of guest speaker]
Module 2: Beer Pricing and Packaging Trends	Week 2: [date range] M2 Live Session [day, date, and time]	<ul style="list-style-type: none"> • Packaging trends across all package sizes • Margin structure for “value pack” craft beer pricing • Strategic fit of value packs vs. standard packaging • New packaging for on-premise 	Instructor: • [name of instructor] Guest (<i>if any</i>): • [name of guest speaker]
Module 3: Distribution Part 1: Partnering with a Distributor	Week 3: [date range] M3 Live Session [day, date, and time]	<ul style="list-style-type: none"> • Core functions of beer distributor • Distributor selection criteria/What makes a good craft beer distributor? • Factors for a successful brewery-distributor partnerships • Helping your brand stand out in the distributor’s portfolio • Distributor agreements and contract best practices 	Instructor: • [name of instructor] Guest (<i>if any</i>): • [name of guest speaker]
Module 4: Distribution Part 2: Self-	Week 4: [date range]	<ul style="list-style-type: none"> • Roles, responsibilities and costs of self-distribution • Self-distribution pro forma 	Instructor: • [name of instructor]

MODULE	DATES	TOPICS	INSTRUCTOR(S) & GUEST(S)
Distribution	M4 Live Session [day, date, and time]	<ul style="list-style-type: none"> • Margin structures for self-distribution and third party distribution • Route management and delivery/account coverage • Transitioning from self-distribution to third party distribution 	Guest (<i>if any</i>): <ul style="list-style-type: none"> • [name of guest speaker]
Module 5: The Buyer/Seller Landscape in Beer Sales	Week 5: [date range] M5 Live Session [day, date, and time]	<ul style="list-style-type: none"> • The buyer/seller landscape (on-premise, off-premise, distributor, brewery) • The roles and functions of sales staff in the buyer/seller environments • Opportunities and constraints for distributors and/or retailers • Margin structure for a “pennies business” • Strategic pricing and break-even volume for a can strategy 	Instructor: <ul style="list-style-type: none"> • [name of instructor] Guest (<i>if any</i>): <ul style="list-style-type: none"> • [name of guest speaker]
Module 6: Sales Techniques and Gaining Distributor Buy-in	Week 6: [date range] M6 Live Session [day, date, and time]	<ul style="list-style-type: none"> • Attention-getting sales techniques • Strategies for clarifying sales proposal and justifying recommendations • Probing for information • Establishing retailer buy-in • Overcoming objections • Closing the sale • Expectations in new product launches 	Instructor: <ul style="list-style-type: none"> • [name of instructor] Guest (<i>if any</i>): <ul style="list-style-type: none"> • [name of guest speaker]
Module 7: Maximizing Sales, Forecasting, and Evaluation Tools	Week 7: [date range] M7 Live Session	<ul style="list-style-type: none"> • Maximizing sales to key retailers • Top sales drivers for craft beer 	Instructor: <ul style="list-style-type: none"> • [name of instructor] Guest (<i>if any</i>):

MODULE	DATES	TOPICS	INSTRUCTOR(S) & GUEST(S)
	[day, date, and time]	<ul style="list-style-type: none"> Analyzing the brewery's goals per sales period Increasing accuracy of sales forecast Adjusting price to consumer (PTC) to target competitor Leveraging market evaluation tools (IRI, VIP, iDig, Nielsen) 	<ul style="list-style-type: none"> [name of guest speaker]
Module 8: Category Management	Week 8: [date range] M8 Live Session [day, date, and time]	<ul style="list-style-type: none"> How distributors manage shelf space and gain access to the cold box Strategies for point-of-sale (POS) on displays, ads, and special prices In-store sales strategies The shelf/cooler reset process and small breweries 	Instructor: <ul style="list-style-type: none"> [name of instructor] Guest (if any): <ul style="list-style-type: none"> [name of guest speaker]

UVM POLICIES

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

Please see UVM's policy on [disability certification, accommodation and student support \(.pdf\)](#).

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 [Code of Academic Integrity \(.pdf\)](#) addresses plagiarism, fabrication, collusion, and cheating.

Grade Appeals

If you would like to contest a grade, please follow the procedures outlined in the [Grade Appeals policy \(.pdf\)](#).

Grading

For information on grading and GPA calculation, please see the [Grading Policies page](#) for Graduate students.

Code of Student Rights and Responsibilities

The [Code of Student Conduct \(.pdf\)](#) outlines the student's responsibility for promoting the community's welfare.