GREEK WINE BUSINESS

A new, six-week interdisciplinary course at Perrotis College

2019 SUMMER PROGRAM

COURSE SUMMARY

This course introduces the basics of wine production in Greece and how to produce country-specific wine. Students explore local varietals and diversified wine making processes while gaining an understanding of the current wine industry/consumer trends.

Greek wine has existed for thousands of years, and the Ancient Greeks even had a god of wine, Dionysus. The course explores the potential of using various elements of Greek culture and history as a promotional tool to market Greek wine overseas. Additionally, the strategy of successful entrants, like Greece, into mature and/or emerging markets is addressed, offering students insight into how Greece can be a case study of best practices in the wine industry.

WHO IS IT FOR?

The program applies to a wide range of majors and interests, including:

- Business Administration and Management
- Marketing
- International Business
- Business Communications
- Entrepreneurship
- Agribusiness
- Agricultural Marketing
- Agricultural studies
- Culinary food science
- Environmental science
- Food Science
- Nutrition
- International Studies
- Viticulture and enology
- Food, Nutrition and Consumer Sciences
Students attend lectures given by prominent educators and industry leaders in the field of wine, including wine makers, enologists, and export managers. Multiple site visits provide insight into the modern day wine industry in Greece.

The course provides theoretical background into the wine industry while providing students with international business perspectives much needed in a globalized economy. By the end of the program, students will be able to create a marketing plan based on the Greek success story or a project related to one of the elements of the wine industry.

The City of Thessaloniki is over 2500 years old and is the second largest in Greece. A mix of ancient, Byzantine, and modern worlds, it boasts a beautiful seaport, fantastic cuisine, break-taking vistas, and vibrant nightlife.

Students in the Greek Wine Business course may also participate in excursions and trips organized for study abroad. Trips include a one-day sailing trip around the turquoise waters of Halkidiki, a hiking trip to Mount Olympus, home of the Greek gods, and four-day island cruise to beautiful Skiathos, Skopelos, and Alonissos.

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