

CBB 105: Marketing Craft Beer

This course involves a comprehensive study of the basic concepts, techniques, and tools for developing a marketing strategy for the craft beer business. This course is designed to prepare students to help organizations decide which consumer groups to serve, which product and services to produce, and to set appropriate levels of promotional effort, pricing, and other considerations in generating sales. Some of the topics that will be covered include: marketing concepts, terminology, and the application of strategies to contemporary craft beer marketing.

Credits: 3

Program: Business Administration

Theory Credit: 3