

2020 SUMMER PROGRAM

GREEK WINE BUSINESS

A six-week interdisciplinary course at Perrotis College



COURSE SUMMARY

This course introduces the basics of wine production and marketing in Greece and the intricacies involved in creating and promoting country-specific wine. Students explore local varietals and diversified wine making processes while gaining an understanding of current wine industry/consumer trends.

Greek wine has been an integral part of Greek culture for thousands of years, as shown through ancient artifacts depicting wine and the Ancient Greek god of wine, Dionysus. The course explores the potential of using various elements of culture and history as promotional tools when introducing country-specific wine overseas. Students gain insight into how Greece can be a case study of best practices in the wine industry, while developing skill sets applicable to different locations and products. Additionally, challenges and critical issues in the wine business are addressed as well as possible solutions.

WHO IS THIS PROGRAM 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
- Fermentation Science
- Food Science
- Nutrition
- International Studies
- Viticulture and Enology

COURSE DETAILS

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 complexities of the modern day wine industry in Greece.

The course provides theoretical background into the wine industry while helping students gain an international business perspective much needed in a globalized economy. Students will be responsible for creating a project related to one of the critical issues of the wine industry, synthesizing information learned in the program.

WHERE WE ARE & WHERE WE GO

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

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



What students have said:

"I think this experience has been great in showing a side of the wine industry I would have never been exposed to in America. The professionals and insiders are amazing and offer lots of help. I loved the location of the school and think it gives way to many opportunities for fun, food, and traveling."

"This class was amazing. I can truthfully say I loved each aspect of it and could tell that there was a vast amount of time and effort put into every detail."



PERROTIS COLLEGE, THESSALONIKI, GREECE
<http://www.perrotiscollege.edu.gr/study-abroad/>
Eleni Kantylzoglou ekanty@afs.edu.gr
Helen Yarenis hyaren@afs.edu.gr