

**WILMINGTON UNIVERSITY
COLLEGE OF ARTS AND SCIENCES
BASIC COURSE INFORMATION**

COURSE NUMBER: CUL 305 **TERM:**

COURSE TITLE: Alcohol: A Global History & Culture

Faculty Name:

Contact Information:

Office Hours:

Pre-Requisite: CUL 304 recommended but not required; Must be 21 years of age

Text/Software: none

Credits: 3

40 Hours of Structured Learning Activities

COURSE DESCRIPTION: This course will study the major types of alcohol and alcohol-producing regions of the world to understand them from both a culinary and geo-political perspective. To that end, the curriculum will emphasize both the flavors of the products and the historical, economic, and political context in which they were and are produced and consumed. More specifically, for each region we'll examine the interaction between terroir, climate, and agricultural capabilities and how together they determine the past, present and future cultivation of ingredients, other local crops, foodways and drinking formats. In other words, we'll answer the questions, "What does it mean to say, 'If it grows together, it goes together?'" and "What will climate change do to the continued existence of this product and what sorts of developments will need to occur to allow it to survive?" Additionally, the course, rich in socio-cultural meaning, will pair these teachings with explorations of the historical, political, economic and human forces that shaped each drink, including labor and trade, drinking occasions, target consumers, marketing, rituals and myths that surround it, availability in the US, regional varieties, and laws governing production and sale (including protected geographical indications). Students will draw from readings and videotaped lessons and live demonstrations from diverse subject matter experts.

COURSE OBJECTIVES: This course will analyze historical and contemporary articles and examine presentations from diverse subject matter experts.

Students will:

1. Describe the meanings of terroir and protected geographic origins and how they relate to beer, wine and spirits.

2. Explore approximately one dozen categories of wine and spirits with emphasis on geographic and socio-political origin.
3. Illustrate the production methods used to make the assigned alcoholic beverages and relate them to their time and place of origin.
4. Evaluate the sensory components of one assigned beverage.
5. Contextualize the role of assigned wines and spirits in history and culture with emphasis on drinking occasions, class division and labor, rituals, folklore, myths and misconceptions.
6. Analyze the business and policies of assigned wines and spirits, particularly in regard to marketing strategies, protected geographic designations, and tourism (where, why and how).
7. Identify the availability of assigned wines and spirits in the United States and understand the importation process and distribution decisions for each.
8. Design a PowerPoint presentation as a final project by assimilating information gleaned from research and interviews.

METHODOLOGY:

- A. Teaching Methods: Readings, videos, self-reflections, application activities, and discussion boards.
- B. Evaluation Procedures: quizzes, discussion boards, final research project, weekly tasting and evaluating exercises.

ATTENDANCE POLICY:

1. Attendance in an online class is defined as logging into Canvas and participating in the weekly discussions as well as submitting weekly assignments.
2. Students who are absent without excuse for the first two (2) sessions of a course will be administratively dropped from the course. This may have negative consequences for financial awards and/or standing with the University.
3. The instructor will review absences on a case-by-case basis. A student may be asked for documentation when requesting an excused absence. This must be done before the class meeting unless an emergency situation prevents the student from doing so.
4. For other information on attendance policy, see Classroom Standards document available in the Syllabus link in Canvas.

GRADING

Student grades will be based on a 100-point scale per weighted assignment. Assignments are weighted as follows:

Class quizzes (6)	15%
Video Discussion Boards and Comments (6)	20%
Tastings and Evaluations (6)	15%

Essay Questions (6)	20%
Final Research Project (1)	20%
Reflective Essay (1)	10%

COURSE SCHEDULE

Week 1 -- Terroir; France: Champagne and Cognac	Video Intro Weekly Quiz Video Discussion Board + 2 Comments (Video due Wednesday night) Essay Question
Week 2 -- Italy: amaro; Scandinavia: aquavit	Weekly Quiz Video Discussion Board + 2 Comments (Video due Wednesday night) Tasting and Evaluation Sheet (1 spirit) Essay Question
Week 3 -- South America: pisco, aguardiente and cachaça	Weekly Quiz Video Discussion Board + 2 Comments (Video due Wednesday night) Tasting and Evaluation Sheet (1 spirit) Essay Question
Week 4 -- Asia: sake (Japan), baijiu (China), soju (Korea)	Weekly Quiz Video Discussion Board + 2 Comments (Video due Wednesday night) Tasting and Evaluation Sheet (1 spirit) Essay Question
Week 5 -- Iberian Peninsula: sherry (Spain), Port (Portugal)	Weekly Quiz Video Discussion Board + 2 Comments (Video due Wednesday night) Tasting and Evaluation Sheet (1 spirit) Essay Question
Week 6 -- Mediterranean: ouzo (Greece), sambuca (Italy); Middle East: arak	Weekly Quiz Video Discussion Board + 2 Comments (Video due Wednesday night) Tasting and Evaluation Sheet (1 spirit) Essay Question
Week 7 -- Conclusion	PowerPoint Final Project Reflection Essay

INDEPENDENT RESEARCH PROJECT – DISTILLERY VISIT

For this course, you will be required to visit a distillery of your choice. You can visit a distillery that offers tours, but if one is not available, contact the distillery and ask to interview someone who can provide the information you need. It is advisable to begin searching for an appropriate brewery early in the course, but the site visit cannot be made before the end of week 5 and must be completed by the middle of week 7. If you are not able to complete the site visit, you must contact the instructor and provide a valid, documented reason no later than the beginning of week 5. If approved, the instructor will provide you with an alternate assignment.

Once you select your distillery, create a post in the Distillery Visits forum on the discussion board that contains your distillery and its location in the subject line. If more than one student is planning to visit a particular distillery, I want you to try to go together and this allows everyone to easily see where everyone else is going.

After you conduct your visit, please send a thank-you note to the person who gave you the tour and/or information and provide me with the name and email address of that person. This is part of your completion grade so don't forget.

SUPPLEMENTAL MATERIALS:

Technology Requirements

Hardware - Access to a fast, reliable computer (PC or Mac) equipped with high-speed Internet access, a sound card, & speakers.

Software - Microsoft Word (.doc or .docx file extensions required for assignments). Also video recording and viewing capabilities. If you have questions/concerns about equipment, feel free to contact instructor.