

GREEK WINE BUSINESS

SIX-WEEK INTERDISCIPLINARY PROGRAM AT PERROTIS COLLEGE
SUMMER STUDY ABROAD



COURSE SUMMARY

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 Greek culture & 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, critical issues of the wine industry are discussed as well as potential solutions.

FOR STUDENTS MAJORING IN

- Business Administration
- Marketing
- International Business
- Business Communications
- Entrepreneurship
- Agribusiness
- Agricultural Studies
- Culinary Food Science
- Environmental Science
- Fermentation Science
- Food Science
- International Studies
- Viticulture and Enology



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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 that is especially applicable to today's globalized economy. Students are responsible for creating a project related to one of the critical issues of the wine industry, synthesizing information learned in the program.



WHO WE ARE & WHERE WE GO

The city of Thessaloniki is over 2,500 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, breath-taking vistas, and vibrant nightlife.

Students also participate in excursions and trips. Trips include:

- a two-day trip to Santorini
- a one-day sailing trip
- a hiking trip to Mount Olympus (Optional)
- a sailing trip to beautiful Skiathos, Skopelos, and Alonissos (Optional)
- city tours exploring Thessaloniki and its history
- Various trips to wineries and other producers.

