Wine and Beverage Business Management Major

Washington state is the second largest wine-producing region in the nation, the world's largest producer of hops, and home of the world's largest coffeehouse company. As demand for Washington wines, beer, and beverages grows, so does the need for industry professionals who have the technical and business skills to distribute, market, or sell beer, wine, soda, water, spirits, and coffee products competitively.

Learn more at tinyurl.com/wbbmajor

THIS DEGREE WILL

• Provide a broad range of wine business and beverage science expertise from a fully accredited college of business
• Ensure you successfully complete 1,000-hours of paid industry experience
• Give you hands-on practice solving service and operational issues through leadership and teamwork opportunities
• Develop your hospitality business leadership skills in the areas of marketing, strategic planning, and entrepreneurship

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WASHINGTON STATE UNIVERSITY