

DISTILLED SPIRITS BUSINESS (SPIR)

Subject-area course lists indicate courses currently active for offering at the University of Louisville. Not all courses are scheduled in any given academic term. For class offerings in a specific semester, refer to the Schedule of Classes (https://csprd.louisville.edu/psp/ps_class/EMPLOYEE/PSFT_CS/c/COMMUNITY_ACCESS.CLASS_SEARCH./x/?state=62dab551a0d600a5e8237359c50704e59007&duo_code=sjUx20STj21bJWVEuQ3Z1YRiHmfXp9qV).

500-level courses generally are included in both the undergraduate- and graduate-level course listings; however, specific course/section offerings may vary between semesters. Students are responsible for ensuring that they enroll in courses that are applicable to their particular academic programs.

Course Fees

Some courses may carry fees beyond the standard tuition costs to cover additional support or materials. Program-, subject- and course-specific fee information can be found on the Office of the Bursar website (<https://louisville.edu/bursar/tuitionfee/university-fees/>).

SPIR 610. Distilled Spirits Industry Overview & Regulatory Issues

1.5 Units

Term Typically Offered: Fall, Spring

Description: Students will be introduced to an overview of the distilled spirits industry, covering industry outlook, economic impact, and key historical development. Students also will learn about key regulatory agencies and the regulations governing the industry, including spirits formulary, permits, labeling, advertising, and trademark.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPIR 620. Distilled Spirits Finance Fundamentals

1.5 Units

Term Typically Offered: Fall, Spring

Description: Students will be exposed to the finance fundamentals of the distilled spirits industry. They will learn how to project sales (including volume and pricing, distributor incentives, and marketing and promotion budgets). The course will also cover competitor price analysis, working capital, cost of production, and simple tax calculations.

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SPIR 630. Distilled Spirits Operations & Supply Chain

1.5 Units

Term Typically Offered: Fall, Spring

Description: Students will get an overview of the operations functions of the distilled spirits industry. They will be exposed to and apply critical elements of planning, sourcing, producing, and distributing spirits

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPIR 640. Sustainability in the Distilled Spirits Industry

1.5 Units

Term Typically Offered: Fall, Spring

Description: Students will learn about the broad array of sustainability issues in the distilled spirits industry and how they are essential to corporate social responsibility initiatives. Key topics include water, grain sources, barrel use (including forestry), energy, spent grains, and emissions.

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SPIR 650. Spirit Brand Marketing

1.5 Units

Term Typically Offered: Fall, Spring

Description: Students will be introduced to and apply marketing principles driving the creation of a brand. Special attention will be paid to product differentiation, on-premise and off-premise markets, and responsible marketing.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPIR 660. Three-Tier System of Alcohol Distribution

1.5 Units

Term Typically Offered: Fall, Spring

Description: Students will get a broad overview of how the three-tier system operates as the route to market. Special attention will be focused on the distributor, which is the critical link between suppliers and consumer.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)