

Framework and design of the Digital Wine Syllabus. D-Tasting Project



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Abstract:

The “Framework and design of the Digital wine Syllabus” is the first Project Result (PR1) of the EU project “Digital Wine Tasting”. The project is funded by the Erasmus+ program under Key Action 2: Cooperation partnerships in vocational education and training. D-Tasting Project provide new digital training for the Vocational and Educational Training. The PR1 consists of the Course Design concept development. The result of PR1 will be a Wine and Food Microlearning Course Syllabus. The technical development of the microlearning course will be built through the PR2 (Microlearning course on digital wine and food tasting). The course will be tested during a Blended Learning Activity in which the new digital competencies will be certified through Open Budge technology (PR3).

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Introduction and Course Philosophy

The **Framework and design of the Digital Wine Tasting Syllabus** is the main product created in the first Project Result (PR1) of the EU project “Digital Wine Tasting”. The project is funded by the Erasmus+ program under Key Action 2: Cooperation partnerships in Vocational Education and Training.

This Digital Wine Tasting Syllabus incorporates a combination of educational content about wine and food digital tasting, the use of storytelling and the benefits of microlearning course design. Through them, the Syllabus aims to enrich the knowledge of potential users interested in wine tasting. Furthermore, the Syllabus has been structured through job-oriented modules, to increase the chance of employability.

Participants will be able to access the microlearning course in a Moodle classroom; the link to the classroom will be available on the web page of the project. Also, it will be promoted in partner countries and among interested parties, assuring transferability.

In this Instructional Design Document, you will find information about the training persona, the different “plots” or learning modules, the technical description about how to access the course online (instructions), ways of getting the official certification after the course is finished, and a description of our methods to gather feedback from learners. Moreover, information about the integration of the EU Farm to Fork strategy is also included, due to its importance and relevance for Wine and Food professionals.

The document aims to become a point of references, so that VET providers from the sector can offer this course to their students, complementing their training offer with this content.

D-TASTING and Sustainability

Sustainability is a key element when deciding to develop an online wine tasting experience. The steps behind the activity require a complex monitoring of their consequences on sustainability.

Particularly, the logistics of sending a series of products to different clients comes with many considerations from an environmental point of view. The product packaging needs to be effective in its main function, protecting the product and its characteristics during the trip. But also, it should be produced with materials environmentally friendly, avoiding plastics and non-recyclable materials. The travel logistics need to consider the travel length and the most efficient while sustainably friendly vehicle alternatives. In case the delivery is internally managed and not hired to an external company, the travel roadmap needs to be calculated efficiently to avoid unnecessary energy consumption.

Furthermore, wine is a product with many possibilities related to ecology and sustainability. Working towards a sustainable experience of online wine tasting can in fact collaborate towards the achievement of different European and International strategies.

The Farm to Fork Strategy and Digital Wine Tasting

One of the priorities of the EU Commission is to make Europe the first climate-neutral continent by 2050. To be able to achieve this, the EU Commission published in 2019 a communication titled “The European Green Deal”¹ (available online through this [link](#)), to tackle climate and environmental-related challenges that our current societies are facing.

Among the several strategies included in the “Green Deal”, it is possible to find the “Farm to Fork Strategy”². This strategy is at the heart of the European Green Deal, and it contains the objectives related to the challenges

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1576150542719&uri=COM%3A2019%3A640%3AFIN>

² https://food.ec.europa.eu/horizontal-topics/farm-fork-strategy_en

of sustainable food systems, while recognising the links between healthy people, healthy societies, and a healthy planet.

The “Farm to Fork Strategy” intends to lead a global transition towards a competitive sustainability from farm to fork, as stated in its goals:

- Ensure food production, transport, distribution, marketing, and consumption have a neutral or positive environmental impact
- Preserve and restore the land and sea-based resources
- Mitigate climate change
- Reverse the loss of biodiversity
- Ensure food security, nutrition, and public health

Hence, the Farm to Fork strategy provides European citizens with a clear vision for the future of more resilient European food and farming systems, addressing the climate and biodiversity crisis.



Source: Farm to Fork Strategy (EU Commission)

How can we relate the [Farm to Fork Strategy \(europa.eu\)](https://european-council.europa.eu/media/1234567890/1/related_content/1234567890.pdf) to the reality of the Wine and Food tasting industry?

There are three sections in the Communication important for this specific sector:

- Section 2.3: Stimulating sustainable food processing, wholesale, retail, hospitality, and food services practices.
- Section 2.4: Promoting sustainable food consumption and facilitating the shift to healthy, sustainable diets.
- Section 2.5: Reducing food loss and waste

Objectives of the course

The course is divided into a series of objectives, based on a competence-proposed approach. Therefore, we can divide its objectives in general and specific objectives.

General Objectives

The general objectives of the course include:

- Innovate in the offer of VET Training through digital solutions, transforming a problem (lack of possibility to carry out events and courses face-to-face due to COVID-19) into an opportunity for innovation for VET providers, trainers and trainees.

Specific Objectives

The specific objectives of the course are:

- Develop innovative digital competencies (digital tasting) in food and wine professionals.
- Develop innovative e-learning courses for VET providers.

EQF Classification

Bearing in mind the target group expected to use the D-TASTING products, and considering the type of content that will be produced, the consortium considers the appropriate EQF level will be EQF3. In the following table, an explanation of the EQF level is provided, sourced from the European Commission

EQF LEVEL 3		
Knowledge <i>In the context of EQF, knowledge is described as theoretical and/or factual.</i>	Skills <i>In the context of EQF, skills are described as cognitive (involving the use of logical, intuitive and creative thinking) and practical (involving manual dexterity and the use of methods, materials, tools and instruments).</i>	Responsibility and Autonomy <i>In the context of the EQF responsibility and autonomy is described as the ability of the learner to apply knowledge and skills autonomously and with responsibility.</i>
Knowledge of facts, principles, processes and general concepts, in a field of work or study	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools, materials and information	Take responsibility for completion of tasks in work or study; adapt own behaviour to circumstances in solving problems

Digital Wine Tasting Syllabus

The **Digital Wine Tasting Syllabus** is the core result produced by partners in Project Result 1. It consists of the Course Design concept development that will be implemented through the Wine and Food Microlearning Course in future activities of this project. Hence, the Syllabus will act as structure for the technical development of the microlearning course, which will be built through the PR2. Once the course is ready, it will be tested during a Blended Learning Activity in which the new digital competencies will be certified through Open Budge technology (PR3).

Thanks to a combination of expertise shared by partners (wine and food digital tasting, storytelling, and Microlearning Course Design) VET providers involved in the project will have the chance to enrich their course design capabilities through job-oriented modules increasing the chance of employability of their courses.

The Syllabus have been produced considering the two main pillars in which the course and the project will be based: **microlearning** courses and **digital storytelling**.

The Digital Wine Tasting Syllabus has divided its content in different areas, introduced by this chapter. Hence, chapter one provides a general introduction to Digital Wine, also describing the Farm to Fork Strategy to raise awareness on EU policies in the food and wine sector. The second chapter focuses on the identification of the value about the methodology. The third chapter will explain the people involved in the project and the training personas descriptions. The fourth chapter collects a series of modules named "Plots", referring to the previously mentioned microlearning, which are dedicated to the practical development of the microlearning

course to be presented to the target groups. Some plots included will be technical requirements (e.g., how to access to the free microlearning D-Tasting courses, etc.), learners Input for Course Improvement (how to collect learners' feedback for course improvement) or course certification (e.g., how to achieve the course certificate).

Through these results, the project aims to benefit four fundamental categories, which are the **target** of the training course:

- VET providers with Wine and Food courses, directly involved in the project activities
- European VET providers not directly involved in the project, but interested in implementing courses on Wine and Food tasting
- Trainers and Trainees in VET courses with a focus on wine and food
- Other educational institutions and stakeholders in the field of Wine & Food sector

Prerequisites

The content included in the D-TASTING course will be produced considering the learning requirements of the main target groups of the project, previously explained in this syllabus.

The course will, at the same time, require a series of prerequisites for future trainees to adequately learn from it. First, it is expected that the users of the course will be adults, legally allowed to drink and handle wine, and carry out business activities in their countries. This is due to the fact that the main aim of the project is to promote the successful consecution of online wine tasting activities. Hence, it is required that the user will be legally capable of handling an alcoholic drink to their customers, or to participate in a wine tasting.

As for the learning prerequisites, it is preferred that learners know some very basic language referring to wine tasting; however, it is not compulsory. The course will include an initial set of training content for learners who have not worked in the wine industry before, to help them understand the main concepts behind a wine tasting.

Finally, there will be a set of digital prerequisites, divided in digital skills and technical requirements. Technical requirements will be explained further on this syllabus. As for digital skills, learners are expected to be capable of following a course using digital tools (such as computer, tablet, or smartphone). They are also expected to understand concepts related to audio-visual technology, and more specifically video-calling, as the main channel for the online tasting will be platforms such as Zoom or Skype.

Methodology

The main methodology followed in the course to which these Syllabus refer, is the methodology of **Microlearning**.

Microlearning courses are a new way to learn in a simple, fast, and effective way. According to experts, we learn best when we learn in “plots” (Miller, 1956) In this way, the Syllabus will innovate the traditional Syllabus structure using a “plot” based structure instead of the traditional learning modules.

Microlearning courses have the following benefits for their users:

1. The **learner attention rate goes up**, as the content is shorter in time. According to research, a person’s attention can only be maintained in short periods of time, which are no longer than 15 minutes. The structure of microlearning, which uses short “pills” to provide the content, works with those time periods, capturing the learner attention before it fades.
2. The easy accessibility **increases the completion rates**: accessing a microlearning course is usually simpler than a formal learning course. Furthermore, the short period of its content motivate the student into finishing them.
3. **Skill gaps** of users **close faster**: by providing very specific content, it is easier for learners to acquire knowledge on the specific gaps they may have about a topic.
4. They are easy to create and update.
5. They are **tailor-made for modern learners**: nowadays, learners usually look for short courses which can be followed online. Microlearning courses are the perfect solution, as they can be carried out during breaks, using the mobile phone.

Although microlearning is not appropriate for all types of learning (such as complex, formal tasks), the benefits of this methodology are in line with the requirements of D-TASTING. Through microlearning, it will be possible to provide learners with specific knowledge necessary for them to understand how to adequately carry out online wine tasting experiences.

In addition, the course will use **Digital Storytelling**.

Digital storytelling uses the tools of technology, such as video and audio production, interactive software, and computer graphics, to create narrative stories that educate and build skills. The definition of digital storytelling has grown over the last two decades, referring not only to video, but also to a spectrum of mixed-media formats like podcasting, blogging, animation, and virtual reality.

The novelty of **digital storytelling** in comparison with more traditional narrative forms is its capacity to entwine the personal and individual dimension with mass digital dissemination, as well as the possibility to use it productively as an educational tool in a variety of different subjects (Gregori-Signes, 2008b).

COVID-19 brought rapid upheavals to the educational system. While tech-based learning was already an educational trend, the pandemic and remote learning suddenly made digital, online and conferencing software proficiency a core job competency for educators. As a tool for keeping students engaged during remote learning, digital storytelling became a huge asset.

Target groups and Learner Personas

Coming back to the use of storytelling in the Digital Wine Tasting project, a series of fundamental categories have been established as target of the training course:

- **Individuals**, such as local winery shops, local organisations offering wine tasting experiences, or other organisations working in the events and tourism sector. Furthermore, individuals interested in entering the business of winery or wine tasting may also be a target group of the course.
- **VET providers that offer Wine and Food courses**. This group covers two different areas; on the one hand, VET providers who are directly involved in the project activities, such as all VET partners of the project. They will use project material to organise a new and original training course. But also, trainers and trainees in VET courses with a focus on wine and food which are not directly part of the consortium. They will be indirectly involved through project learning material disseminations.
- **Other educational institutions and stakeholders** in the field of Wine and Food sector. Institutions such as European Sommelier Associations, European Restaurant Associations, Wine Industry organisations, and other, can be benefited from the training course provided. Hence, they will be indirectly involved through project learning material dissemination activities. Also, the project material will be sent to them to be used in their online tasting classes, or as practice for their members.



Learner Persona Description

What is a Learner or Training Persona?

Learner Personas (also called Training Personas) are representations of your target groups. A learner persona is a well-developed functional profile that reflects the characteristics of the audience groups you are designing for. Creating Training Personas for each target group involves researching and outlining your ideal persona's goals, main points, behaviour and demographic information. A learner persona is a typical representative of the course attendee.

Learner Persona Profile

1st Training persona: VET provider offering Wine and Food courses

MARIO GARCIA

PROFILE

Age : 42

Education : Degree in viticulture and enology / HE In Viticulture And Oenology

Occupation : Advanced oenology, sommelier and cocktail VET teacher

Address : Valencia, Spain

MOTIVATIONS

- Enjoyment of wine and its by-products
- High quality, offer good wine
- Good atmosphere for teaching
- Being able to work from home


PERSONALITY

Introvert Extrovert

Thinking Feeling

Judging Perceiving

Sensing Intuition



BIOGRAPHY

Trainer in a VET centre, more than 10 years teaching Oenology and Wine Tasting for the hospitality sector.

GOALS

- Improve my classes, experiment with new ways of teaching
- More interaction from students
- Improve my digital skills
- Get a certification in digital wine tasting

HOBBIES

- Riding a bike
- Travelling
- Wine tastings

FRUSTRATIONS

- Lack of digital tools to be able to carry out your wine tasting training courses
- Lack of interest of the students when I teach my classes.

2nd Training Persona: VET student in viticulture and enology

GIULIA BARTOLOMEI

PROFILE

Age : 24

Education : VET or Higher Education

Occupation : VET student in oenology, sommelier and cocktail

Address : Offida, Italy

MOTIVATIONS

- Networking with other colleagues in the sector
- Learn about innovative ways of training
- Finding a job more suited to my interests and education


PERSONALITY

Introvert Extrovert

Thinking Feeling

Judging Perceiving

Sensing Intuition



BIOGRAPHY

I am dynamic, with capacity for teamwork. I have a great passion for wine, and I like professional and academic challenges.

GOALS

- Learning an innovative methodology for wine tasting
- Have more possibilities in the sector labour market
- Get a certification in digital wine tasting

HOBBIES

- Cooking
- Gardening
- Wine tourism

FRUSTRATIONS

- Lack of a standard and effective method for setting out what is required to be learned
- Courses that are theoretically very complex and difficult to memorise

3rd Training Persona: Employed wine taster, sommelier or oenologist who want to up upgrade their skills and improve their promotion and career prospects (Adult Upskilling).

FRANC NOVAK

PROFILE

Age : 53
Education : VET or Higher Education
Occupation : Freelance wine taster
Address : Ljubljana, Slovenia



BIOGRAPHY

I enjoy carrying out training tastings of different products (wines, beers, oil, distillates, etc.).

MOTIVATIONS

To learn new skills and competences to advance my professional career

To encourage self-improvement

To maintain and gain new and better clients

GOALS

To know the digital tools to be able to carry out a wine tasting completely online

Networking in the educational sector

To carry out innovative wine tastings and thus improve the engagement of my clients.

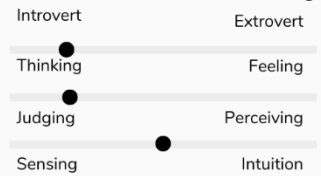
FRUSTRATIONS

Lack of digital skills for online tastings

Lack of wine specialisation

Lack of customer engagement, homogeneous and repetitive tastings.

PERSONALITY



HOBBIES

Visit wineries

Attending wine fairs

Playing golf

4th Training Persona: Unemployed adult with previous experience in HORECA sector (Adult Reskilling).

ANNA GEORGIU

PROFILE

Age : 36
Education : Secondary education or VET
Occupation : Unemployed
Address : Nicosia, Cyprus



BIOGRAPHY

I am currently in active job search and open to learn new skills in the HORECA sector. I am a person with great people skills and good communication skills. I also know how to work in a team and have great energy.

MOTIVATIONS

To learn new skills and competences to advance my professional career

Find a job that offers me new career possibilities

Networking with hospitality companies

GOALS

Learning a new profession

Have better digital skills

Find a job

FRUSTRATIONS

Lack of knowledge of wines

Courses that are theoretically very complex and difficult to memorise

PERSONALITY



HOBBIES

Going out with friends

Hiking

Cooking

Technical Description

For the course on Digital Wine Tasting we will be using Moodle. Moodle is a free and open-source learning management system written in PHP and distributed under the GNU General Public Licence. Moodle is used for blended learning, distance education, flipped classroom and other online learning projects in schools, universities, workplaces and other sectors

Users will have to register in order to participate in the course. The registration process involves creating a username and password which are confirmed via users' email address. Users can then sign-in using their credentials.

The email-based self-registration authentication method enables users to create their own accounts via the 'Create new account' button on the login page. They then receive an email at the address they specified in their account profile to confirm their account.

The course will be based on so called Activity completion which is enabled by the administrator and in the course settings. Teachers can indicate for each course item how they wish it to be registered as complete. A tick/checkmark will then appear against the activity. Students may either mark it complete manually or the item will automatically be registered as complete once a student has met the specified criteria. These may be viewing a resource, submitting an assignment, posting in a forum or other conditions. The teacher can see an overview of who has completed what in the activity completion report in Course administration > Reports > Activity completion.

As an extension of activity completion, enabling Course completion allows for a course to be officially marked as finished, either manually or automatically according to specified criteria. If the Course completion status block is added, students can see their progress during the course. Teachers can view the overall progress of students towards course completion from Course administration>Reports>Course completion.

Badges will be awarded using activity completion settings in a course.

Course “Plots”: Content of the course

The following pages contain the structure of the Microlearning training course that will be produced by the Digital Wine Tasting Consortium.

The course has been divided into 7 modules, covering different phases of the online tasting experience: from logistical aspects to marketing and broadcasting. Furthermore, the consortium has produced an initial module in which theoretical aspects about wine are explained. That way, people interested in the wine sector in general, and online wine tasting in particular, but with no prior training in the area, will be able to follow the D-Tasting course.

Module 1: Wine tasting knowledge

General Objective: The “Basic wine knowledge- Beginner” is intended for people who have slight or no former knowledge of wines. It is designed to provide a comprehensive but simple introduction to wines. This module will provide a basic understanding with the main types and styles of wines, for example people who work with wines.

Division of the Module:

1.1. What is wine and how is it made?

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 01.LO.01	The learning objective is to provide a comprehensive but simple introduction to wines.

Learning Results:

L.R. code	Learning Result Description
D-TASTING 01.LR.01	The first learning result is to recognise the main parts of the grape, their contents, and the process of growing and ripening grapes.
D-TASTING 01.LR.02	The second learning result is to discover the grape-growing climates and how they can affect the characteristics of grapes
D-TASTING 01.LR.03	The third learning result is to categorize the production of still white, red and rosé wines.

1.2. Types, characteristics, and styles of wines from the principal grape varieties.

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 01.LO.02	The learning objective is to provide a basic understanding with the main types and styles of wines from the principal grape varieties.

Learning Results:

L.R. code	Learning Result Description
D-TASTING 01.LR.04	To know how to describe the types of wine and the characteristics that contribute to their styles.
D-TASTING 01.LR.05	To know the principal grape varieties, their characteristics, and styles of their wines
D-TASTING 01.LR.06	To identify examples of wines from principal grape varieties

1.3. Key philosophies and practices in the storage and service of wine.

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 01.LO.03	Comprehend the key philosophies and practices concerned in the storage and service of wine.

Learning Results:

L.R. code	Learning Result Description
D-TASTING 01.LR.07	The learning result is to have a clear vision of the parameters to be considered for ideal wine storage
D-TASTING 01.LR.08	The learning result is to know the serving temperatures for the main types and styles of wine
D-TASTING 01.LR.09	The learning result is to know the standard procedures for opening and serving wine and how to make an optimal food and wine pairing

Module 2: Tasting and casting/scenario

General Objective: Module 2 will explain the procedure of online wine tasting, assisting the student in differentiating the main points of divergence with a traditional, face-to-face tasting experience. It will teach the student how to set an online wine tasting event, and which specific skills are required to carry it out.

Division of the Module:

2.1. What is an online wine tasting?

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 02.LO.01	The learning objective is for trainees to know and be able to create an online wine tasting event

Learning Results:

L.R. code	Learning Results Description
D-TASTING 02.LR.01	To learn about what is an online wine tasting and its aim
D-TASTING 02.LR.02	To have wine knowledge to reach and inform you audience

2.2. How to start an online wine tasting?

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 02.LO.02	Understand which tools and skills you will need to develop an online wine tasting event

Learning Results:

L.R. code	Learning Results Description
D-TASTING 02.LR.03	To know the necessary tools and in what format and order you have to start it up to develop digital wine tasting

2.3. Necessary skills to develop an online wine tasting

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 02.LO.03	Be aware of the skills you need to develop or improve to an online wine tasting event.

Learning Results:

L.R. code	Learning Results Description
D-TASTING 02.LR.04	To know the skills needed to conduct an online wine tasting.

Module 3: Storytelling

General Objective: the third module will explain the meaning of “Storytelling”, enabling the student to understand the structure, benefits and uses it has. It is designed to ease the entrance of the student in the world of “Storytelling”, moving from a general definition to specific content on its use in the Wine sector.

Division of the Module:

3.1. What is Storytelling?

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 03.LO.01	The learning objective is to introduce the skills of Wine Storytelling as the ability to use the narrative approach in the communication of wine tasting

Learning Results:

L.R. code	Learning Results Description
D-TASTING 03.LR.01	The first learning result is what storytelling is and why use storytelling in Wine Communication, using use visual images and emotional processing reactions
D-TASTING 03.LR.02	The second learning result is why use storytelling in Wine Communication, using use visual images and emotional processing reactions

D-TASTING 03.LR.03	The third learning result is to switch from an informative approach to a narrative one
D-TASTING 03.LR.04	The fourth learning result is about key distinctions between wine storytelling and non-wine storytelling

3.2. How to use Storytelling

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 03.LO.02	The learning objective is to define, on the base of the value proposition previously identified, the key message to tell and the target audience to reach

Learning Results:

L.R. code	Learning Results Description
D-TASTING 03.LR.05	Clearly define how you should be able to “embody” your wine
D-TASTING 03.LR.06	Clearly define and share obstacles and defeats, to increase the credibility of your story, and to avoid pure self-celebratory
D-TASTING 03.LR.07	Talk about the people behind the wine
D-TASTING 03.LR.08	Wine stories must be able to incorporate your local identity
D-TASTING 03.LR.09	Be inspired by your everyday wine stories, pay attention to your everyday context
D-TASTING 03.LR.10	Know your audience consider their characteristics, using a personal tone
D-TASTING 03.LR.11	Be authentic in your wine storytelling

3.3. Wine Storytelling examples

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 03.LO.03	The learning objective is how to structure a basic plot of a wine story, on the base of the value proposition previously identified, the key message to tell and the target audience to reach

Learning Results:

L.R. code	Learning Results Description
D-TASTING 03.LR.12	Clearly define the key message to be told by the story through texts
D-TASTING 03.LR.13	Clearly define visual storytelling tools like infographics in your Wine Storytelling
D-TASTING 03.LR.14	Clearly define when use illustrations in your Wine Storytelling

D-TASTING 03.LR.15	Clearly define interactive tools and audio-video content
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Module 4: Presentation

General Objective: the fourth module of the course will teach the student how to make a presentation of wine tasting online. It will also teach the best procedure when selecting the wines to be tasted.

Division of the Module:

4.1. How many wines do I want to include in an online wine tasting

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 04.LO.01	Knowing the best number of wines to include in an online tasting, according to the required tasting time for each wine's type.

Learning Results:

L.R. code	Learning Results Description
D-TASTING 04.LR.01	To acquire knowledge about tasting time for each wine type.
D-TASTING 04.LR.02	To establish an adequate schedule of wine tasting.

4.2. What do I want to tell about my wines

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 04.LO.02	To identify the information needed to tell about your wine selection, and the specific features of each wine type that are useful in the tasting.

Learning Results:

L.R. code	Learning Results Description
D-TASTING 04.LR.03	To recognize the information relevant in an online wine tasting.
D-TASTING 04.LR.04	Having the ability to explain the relevant features of wine in a tasting.

4.3. In which order do I select my wines for a tasting

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 04.LO.03	To distinguish and organise the different varieties of wine, understanding how to select the wines for the tasting in an adequate order.

Learning Results:

L.R. code	Learning Results Description
D-TASTING 04.LR.05	Know in which order should your wine selection be presented.
D-TASTING 04.LR.06	Understand the features of wine relevant when ordering them for a tasting.

Module 5: Digital Marketing

General Objective: the fifth module of the course will teach the student useful things such as the basics of marketing and branding, the importance of social media, ability to manage social media to target more audience, the basics about Google Ads, and email marketing.

Division of the Module:

5.1. Digital Marketing and Branding

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 05.LO.01	Knowing the importance of digital marketing in digital wine tasting and the basics of branding to establish a consolidated company image.

Learning Results:

L.R. code	Learning Results Description
D-TASTING 05.LR.01	To acquire knowledge about digital marketing and its different types
D-TASTING 05.LR.02	To establish your company's image in the consumer's mind (branding)

5.2. Social Media Tools

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 05.LO.02	To identify the most important channels for a digital marketing strategy, using the different types of available social media to create your digital wine tasting business.

Learning Results:

L.R. code	Learning Results Description
D-TASTING 05.LR.03	To recognize the difference between Metaverse and Meta and their meaning
D-TASTING 05.LR.04	Understand the different types of social media business and choose the ones that best suit your digital wine tasting

5.3. Internet advertisement

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 05.LO.03	To distinguish and select the types of advertising, using the different advertising tools available on the Internet to promote your business and engage your target group

Learning Results:

L.R. code	Learning Results Description
D-TASTING 05.LR.05	Know how to use google and social media ads and implement them in your business
D-TASTING 05.LR.06	Use and tips on how to use email marketing to engage your target group

Module 6: Logistical aspects

General Objective: module six will cover the logistical aspects which are specific to an online wine tasting experience. It will explain how to adequately package the products required for the tasting, how to ensure the content correctly arrives to the taster, and how to monitor the delivery.

Division of the Module:

6.1. Which packaging do I need for my online wine tasting event?

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 06.LO.01	To choose which means of transport and boxes are suitable to your digital wine tasting and how to do a proper marketing of your packaging.

Learning Results:

L.R. code	Learning Results Description
D-TASTING 06.LR.01	Being aware of the means of transport for the tasting lessons that you need for your online wine tasting
D-TASTING 06.LR.02	To know what size box, you should use to protect the sample bottles during transport
D-TASTING 06.LR.03	To assess which marketing is right for your packaging and enhance your tasting presentation

6.2. Adequate packaging

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 06.LO.02	To know what kind of aids are available for a correct online wine tasting.

Learning Results:

L.R. code	Learning Results Description
D-TASTING 06.LR.03	Being able to prepare a proper tasting packaging including a number of tools that can help your audience with the wine tasting.

6.3. Organising your delivery

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 06.LO.03	Learn how to manage a shipment according to the necessary quality requirements.

Learning Results:

L.R. code	Learning Results Description
D-TASTING 06.LR.04	Be able to make a shipment in compliance with the delivery date, package preservation and insure delivery.

Module 7: Broadcasting

General Objective: Broadcasting refers to the action of performing a live event through digital tools. In this module, the learner will acquire the necessary skills and tools to correctly conduct an online wine tasting. The main tools and materials required for managing these events will also be presented.

Division of the Module:

7.1. What materials do I need to provide in an online wine tasting?

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 07.LO.01	To know the necessary materials to be able to offer a quality online wine tasting

Learning Results:

L.R. code	Learning Results Description
D-TASTING 07.LR.01	Be able to prepare a wine tasting via videoconference taking into account the location from which the tasting can be conducted and broadcast, and the image and audio quality of it.

7.2. Which platform do I use for my online wine tasting

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 07.LO.02	Can work with video conference applications

Learning Results:

L.R. code	Learning Results Description
D-TASTING 07.LR.02	Can work with the videoconferencing applications that offer the highest quality for your digital wine tasting broadcasting

7.3.Studio tools used during online wine tasting

Learning Objective:

L.O. code	Learning Objective Description
D-TASTING 07.LO.03	Use your wine knowledge, tools and skills taught during the course to perform the online wine tasting.

Learning Results:

L.R. code	Learning Results Description
D-TASTING 07.LR.04	Apply and demonstrate your knowledge about wines during broadcasting
D-TASTING 07.LR.05	Ability to integrate pictures video and storytelling in the broadcast.
D-TASTING 07.LR.06	Apply the aroma wheel and wine maps previously prepare

Course Certification

According to the EU approach to micro credentials (<https://education.ec.europa.eu/education-levels/higher-education/micro-credentials>), the course certification will be prepared by a systematic assessment against the applicable EU 10 principles:

1. Quality
2. Transparency
3. Relevance
4. Valid Assessment
5. Learning pathways
6. Recognition
7. Portable
8. Learner centred
9. Authentic
10. Information and guidance

The assessment will be performed within EFCoCert's environment on www.viasyst.net, on which course material developers will be invited to self-assess.

Collection of learner's feedback

Training participants will be able to provide feedback regarding the micro-learning course. We will enable them to do this by using the questionnaire that we will prepare to obtain information on the basis of which we will be able to make improvements in the course.