Business of Craft Brewing

In this comprehensive online program you will learn from local brewers and distillers, PSU School of Business faculty, and finance and accounting experts who specialize in the craft beverage business. The non-credit curriculum provides a thorough overview of the processes that go into making and selling craft beverages, including basic business principles, how to develop your brand, marketing and distribution strategies, and all of the financing, legal, and accounting issues faced by craft beverage businesses every day. By the end of the program, you will have an investor-ready business plan for your own craft beverage business.

PROGRAM OBJECTIVES
Students will be introduced to the various players and processes that go into producing and selling craft beverages, from growing grains and hops, to malting, brewing, distribution, and retail environments. The courses cover different strategies and the associated costs of creating a craft beer, along with the different types of business models for selling other craft beverage products, including those for distilleries and alcoholic cider facilities are also included. By the end of the four-course certificate, you will have an investor ready business plan to present to potential backers, the craft beverage start-up community, and other potential business partners.

PARTICIPANT MIX
The Business of Craft Brewing program is designed for anyone with an interest in the business side of craft beverages, from grower to glass. The focus is primarily on craft brewing, but business models for other types of beverages are also included. Students are either newcomers to craft beverages or those with experience seeking to expand their knowledge base.

50+ local breweries, distilleries, and ancillary businesses are participating. These include Rogue, Hopworks Urban Brewery, Migration, Ale Apothecary, Bull Run Distilling, Gigantic, Portland Kettle Works, Rose City Labels, and many others.

CURRICULUM
This fully online program, designed for entrepreneurs hoping to start their own craft beverage business, has 4 required courses:

(3) Core Courses:
• Basic Business for Craft Beverages
• Craft Beverage Business Management
• Strategic Craft Beverage Marketing

(1) Elective Course:
• Finance and Accounting for the Craft Brewery
  -OR-
• Craft Beer Distribution