



Center for Executive
and Professional Education

PORTLAND STATE UNIVERSITY

Business of Craft Brewing

Portland State University's Center for Executive and Professional Education offers essential education for the business professional. Our courses are taught from a practical perspective and scheduled for working adults. Subjects range from Business Analysis and Digital Media, to Human Resource Management and Six Sigma. Many of our courses can be customized and brought Onsite to your organization.

To apply or register,
visit pdx.edu/cepe

FACULTY INCLUDE:

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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 everyday. 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 associated costs of creating a craft beer, along with the different types of business models for selling other craft beverage products. Business models 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 investors, 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

The four course program is fully online and designed for entrepreneurs hoping to start their own craft beverage business. The courses include:

- Basic Business for Craft Beverages
- Craft Beverage Business Management
- Strategic Craft Beverage Marketing
- Finance and Accounting for the Craft Brewery

We are also offering a Craft Beverage Immersion Weekend in Portland, Oregon. This three-day weekend will be spent networking with other students, touring local craft breweries and pubs, visiting malt and hops processing facilities, local distilleries, and other ancillary craft beverage businesses. In addition to the tours and tastings, there will be several industry speakers and in-class lectures.



Why Portland State's Center for Executive and Professional Education?

Founded in 1982 in response to the needs of the business community for quality continuing business education programs, the School of Business Administration's Center for Executive and Professional Education (CEPE) provides subject-matter expertise, excellent instructors, and practical, skills-based knowledge for business and technology professionals.

CEPE offers widely respected professional certificates and specialized programs of study to ensure students get the training to advance their careers and meet their personal and professional goals.

Our highly motivated students come from diverse backgrounds across the region. Most are adult learners with bachelor's degrees, and more than half have graduate degrees. But, no matter what stage of their career or education, all of our students share a desire for high quality training and education.

Instructors Are Industry Experts: Instructors are selected not only for their experience and knowledge in their field of expertise, but also for their understanding of education for working professionals. They ensure our programs provide immediate career impact with real-time results. Working professionals and organizations get the continuing business education they need to reach their professional and business goals.

Comprehensive Training: Portland State's CEPE programs are the most comprehensive business training for management, supervisory, front-line, and support personnel in the corporate, industrial, government, and nonprofit communities of the Portland Metropolitan area and beyond.

CEPE courses, programs, and certificates are suited for both individual learners who want career training and local employers who want group or Onsite training. Recent Onsite clients include Boeing, Gerber Legendary Blades, Multnomah County, A-dec, Gunderson, Columbia Sportswear, Vestas, and many others from various industries throughout the region.

Each year, over 3,000 students from hundreds of private, public, and non-profit organizations participate in business courses that range from Digital Marketing Strategies to Six Sigma certification.

REGISTRATION AND FEES

Please visit us at pdx.edu/cepe to research courses and register.

CONNECT WITH US

Visit us online at

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Find us on

