PSU’s *Business of Craft Brewing* online program is designed for anyone with an interest in the business side of craft beverages, from grower to glass. While the focus is primarily on craft brewing, business models for distilleries and alcoholic cider facilities are also included.

**More than 50 craft brewers participating.**

Hopworks Urban Brewery
Rev. Nat’s Hard Cider
The Commons Brewery
Base Camp Brewing
& many others

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**An online program from Portland State University**

**REQUIRED COURSES**

**Basic Business for Craft Beverages**
An overview of the players and processes that go into making and selling craft beverages, from growing grains and hops, to malting, brewing, distribution, and retail. You will learn about strategies and costs, and put together your own basic business plan.

**Craft Beverage Business Management**
This course covers brewery production and operations, as well as the relationships between brewery/brew pub, and brewery/distributor. From employee management to sustainability implementation, you will learn how to align your operation with your mission.

**Strategic Craft Beverage Marketing**
Everything you need to know about developing your beverage brand and creating a marketing plan. You will learn and develop tools for market analysis, strategy, brand development, and pricing. Marketing communications and distribution strategies will also be covered.

**Finance and Accounting for the Craft Brewery**
After completing this course you will understand the financing, investing, legal, and accounting issues faced by craft beverage businesses every day. You will also learn how to finance a start-up, inventory costing, and tax considerations, and have the opportunity to fine tune an investor-ready business plan.

**Craft Beverage Distribution**
In this class, we cover content that helps you understand the ins and outs of distribution as well as the dynamics of different systems so they can navigate various tiers of distribution (retail and wholesale) to get product into consumers’ hands.

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“Really has set up my business plan and getting me prepared to start my brewery, which is now in progress. Well worth the price and time commitment.”

TO FIND OUT MORE about the Business of Craft Brewing Certificate online program from Portland State University’s School of Business, contact cepe@pdx.edu or visit pdx.edu/cepe/bcb-gabf for more information and for current course dates.

PDX.EDU/CEPE/BCB-GABF