

CRAFT BEER INDUSTRY PROFESSIONAL CERTIFICATE, UNDERGRADUATE

The Craft Beer Industry Professional Certificate is designed to educate and enhance the knowledge and practical skills of students and provide professional development for the greater community in craft beer while supporting and advancing the growth of the local and global craft beer industry and tourism economy.

The Craft Beer Industry Professional Certificate is designed for anyone interested in entering the craft beer industry or looking to expand their personal and professional knowledge and understanding of craft beer. A person completing the certificate will increase or advance their opportunity to work in the craft beer industry in areas such as production, service, hospitality, tourism, distribution, supply chains, startup, communication, media, art, and entertainment.

Special Requirements

Age Restrictions: Per RCW 66.20.010, students must be at least 18 years old to participate in courses that involve service and/or tasting of alcoholic beverages. EWU may limit enrollment into specific courses to students who are at least 21 years old. If so, this will be specified in course pre-requisites.

Server Permits (Class 12/13) for Students: EWU courses that involve the service and/or tasting of alcoholic beverages may include a requirement for each student to complete Mandatory Alcohol Server Training (MAST) and obtain a Class 12/13 server permit as part of the course.

Alcohol Tasting: Consumption of alcohol is not allowed for students or faculty during any class period. Only tasting is permitted—meaning that students and faculty may taste, but not swallow, any samples. Students do not purchase alcoholic beverages for tasting; beverages are provided as part of the course.

Grade Requirements: this certificate requires a minimum grade \geq C for all courses.

Required Courses

RCLS 270	DIVERSITY AND SOCIAL JUSTICE IN RECREATION AND LEISURE SERVICES	2
RCLS 301	OVERVIEW OF THE CRAFT BEER INDUSTRY	2
RCLS 373	CRAFT BEER EVALUATION AND SERVICE	3
RCLS 407	ESSENTIALS OF BREWING	3
Elective—Choose one of the following:		5
RCLS 350	RECREATION PRACTICUM (Craft Beer Industry)	
RCLS 351	FIELD PRACTICUM (Craft Beer Industry)	
Total Credits		15

Students Who Successfully Earn A Craft Beer Industry Professional Certificate From EWU Should Be Able To Do The Following:

- articulate the historical development of beer as well as the history and characteristics of beer styles by country and region;
- explain the parameters that define an American Craft Brewer and the primary federal, state, professional organizations, and interest groups of the craft beer industry;

- identify common beer ingredients, sustainable supply chains, and the role local ingredients play in the growth of craft beer;
- demonstrate the elements of keeping and storing beer, proper service of beer from draft systems and various containers, and cleaning and sanitation in keeping and service of beer;
- identify the various quantitative and qualitative style parameters of beer and fundamental flavors and aromas in beer including general beer flavors associated with malt, hops, and yeast in relation to style, as well as common off-flavors;
- apply both theoretical knowledge and practical skills in the brewing process including the use of brewing equipment and tools, ingredients and recipe development, yeast and fermentation, cleaning, sanitation, and packaging;
- critically evaluate diversity, equity, and inclusion issues and opportunities within the craft beer industry.