

# COURSEWORK ASSIGNMENT BRIEF

Unit 1, WSET Level 4 Diploma in Wines and Spirits



## Assignment 2: April 2018 - Cognac: past, present and future

### Context

It is a basic rule of marketing that brands must invest and innovate to survive. This can be a challenge for a product such as Cognac, which has a venerable history and is subject to appellation regulation. However, it is a tribute to the region's producers that they have managed to keep their brands relevant and successful in today's rapidly changing global drinks market.

*[See next page for required sections and allocation of marks]*

### Instructions for candidates

- Assignments **must** be between 2500 and 3000 words in length (excluding references, bibliography, appendices, diagrams or tables) and contain a bibliography showing the sources used to research the topic.
- Candidates are reminded of the need to draw on a range of sources in their assignment (including the course materials, trade/general press and other industry sources). There should be clear evidence of critical analysis of source material and well-reasoned personal commentary, together with relevant examples to support the points made.
- There are 100 marks available, of which 20 marks are allocated to presentation (spelling, grammar, legibility, bibliography and referencing) and answer structure/style (coherence, flair, fluency and use of examples). Footnotes, references and appendices **must** be used correctly. Candidates are advised to read the Coursework Assignment Guidelines set out in the Candidate Assessment Guide before starting their research.
- Candidates must address all of the required sections and gain a minimum overall mark of 55% to qualify for a pass grade.

### **Allocation of marks and required sections**

Candidates must address the following required sections:

**1. Historic trade in Cognac (15 marks)**

The candidate should present an overview of how the Cognac trade has evolved since the 16<sup>th</sup> century.

**2. The current market for Cognac (15 marks)**

The candidate should report on today's global market for Cognac.

**3. How Cognac's brands refresh and reinvent themselves (35 marks)**

The candidate should describe and discuss how the companies in the cognac industry keep their brands fresh and in so doing ensure that the region survives and even flourishes. Reasoned argument, evidence and well-chosen examples should be deployed to support any assertions made.

**4. Conclusion and personal commentary (15 marks)**

Drawing on their findings and their general knowledge of the drinks industry, candidates should speculate on the threats and opportunities facing the Cognac industry going forward.

The remaining 20 marks are allocated to presentation and structure, as outlined in *Instructions for candidates* above.