

Department of History, Carleton University

Canadian Business History: The Brewing Industry, 1670-2019
HIST 3205A/BUSI 4608A
Fall 2019

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Course Overview

Did you ever wonder why we are in the midst of a craft beer revolution? And why it is called a “revolution”? For one, what were the craft brewers rebelling against? Are you curious to learn how Canadians came to drink so much beer? Look closely at a Molson Canadian bottle (“established in 1789”) or a bottle of Labatt Blue (“since 1847”): these beer companies were around before Confederation. Can you imagine what type of individuals started the historic breweries and managed to survive through the decades? Do you know what was the status of these entrepreneurs in Canadian society? Have you ever seen the archaeological remains of factories and pubs? Do you know why there was not always as many international beer brands available in bars and restaurants before as there are now? Why is the best-selling beer in Canada today American? How important have the making and purchasing of beer been in the Canadian economy as a whole? The answers to all of these intoxicating questions are historical and will be explored in this class on the Canadian brewing industry.

In the course, we will travel back in time to the founding of Canada’s first commercial brewery in 1670 and then follow the development of the industry through the decades to the present. We will examine the birth of the Canadian brewing industry; the effect of technology on the early evolution of the industry; brewing and the spirit of Canadian capitalism; the causes of the rise of teetotalism and the response of the brewers of the nation; the effect of wars, economic depressions and free trade on brewing and beer drinking; prohibition, bootlegging, and the role of the brewers in creating a beer-drinking nation; beer advertising and marketing; the making of national brands like Molson Canadian and Labatt Blue during the 1960s; the relationship between the brewing industry and sport; the globalization of the Canadian brewing; and the craft-beer revolution.

In the process, we will learn the rudiments of all business history, from the multimedia documents and archives used to investigate enterprises, to the methods, the approaches, and their main themes such as entrepreneurship, innovation, globalization, state-intervention, branding and marketing, corporate social responsibility, and technology.

Course Format:

There will be one lecture per week. We will meet every Monday beginning at 6:05. I welcome students to contact me about anything relating to the course. Let me stress that I am here to help you. Please do not be shy in approaching me.

Grades:

Your mark in the course will be made up of an in-class test and a two-hour final exam.

In-class test #1 (Oct. 7)	15%
Essay of approx. 2000 words (Oct. 28)	30%
In-class test #2 (Nov. 11)	15%
Final Exam (Dec. 9-21, 2019)	40%

Please note the following conditions governing this marking scheme:

(1) The academic standing and conduct regulations outlined in the Carleton University undergraduate calendar all apply to this course. A departmental statement on plagiarism is reproduced in this course outline.

(2) The “all or nothing” rule applies in this course. That is, failure to do any test or examination means a failure for the whole course. You can fail any one component and survive, but you cannot fail to do any one component.

Fall 2019 Lecture Schedule

Please note that every week I will distribute a page-long list of keywords and concepts pertinent to that week’s lecture. The list will also suggest readings for the week.

September 9: Introduction to the course

September 16: The Birth, Death and Rebirth of the Canadian Brewing Industry, 1670-1850

September 23: Steaming in the Age of Rail and Pale Ale, 1850-1890

September 30: John Labatt Blows in and out of the Windy City: A Case Study in Entrepreneurship and Business Failure, 1889-1896

October 7: **IN-CLASS TEST #1**

October 14: **No Class, Thanksgiving**

October 21: **No Class, Fall Break**

October 28: At War and Prohibition, 1914-1930/**ESSAY DUE**

November 4: Kidnapping, Public Drinking, and Public Relations, 1930-1945.

November 11: **IN-CLASS TEST #2**

November 18: The Making of the Big Three: The Emergence of a National Brewing Oligopoly, 1945-1970

November 25: Diversification and Free Trade, 1970-1988.

December 2: "I was Canadian?" The Globalization of the Canadian Brewing Industry and the Craft Brewing Revolution, 1988-2017.

December 6: Review

REGULATIONS COMMON TO ALL HISTORY COURSES

COPIES OF WRITTEN WORK SUBMITTED

Always retain for yourself a copy of all essays, term papers, written assignments or take-home tests submitted in your courses.

PLAGIARISM

The University Senate defines plagiarism as *“presenting, whether intentionally or not, the ideas, expression of ideas or work of others as one’s own.”* This can include:

- reproducing or paraphrasing portions of someone else’s published or unpublished material, regardless of the source, and presenting these as one’s own without proper citation or reference to the original source;
- submitting a take home examination, essay, laboratory report or other assignment written, in whole or in part, by someone else;
- using ideas or direct, verbatim quotations, or paraphrased material, concepts, or ideas without appropriate acknowledgment in any academic assignment;
- using another’s data or research findings;
- failing to acknowledge sources through the use of proper citations when using another’s works and/or failing to use quotation marks;
- handing in "substantially the same piece of work for academic credit more than once without prior written permission of the course instructor in which the submission occurs."

Plagiarism is a serious offence which cannot be resolved directly with the course’s instructor. The Associate Dean of the Faculty conducts a rigorous investigation, including an interview with the student, when an instructor suspects a piece of work has been plagiarized. Penalties are not trivial. They can include a final grade of "F" for the course.

COURSE SHARING WEBSITES and COPYRIGHT

Classroom teaching and learning activities, including lectures, discussions, presentations, etc., by both instructors and students, are copy protected and remain the intellectual property of their respective author(s). All course materials, including PowerPoint presentations, outlines, and other materials, are also protected by copyright and remain the intellectual property of their respective author(s).

Students registered in the course may take notes and make copies of course materials for their own educational use only. Students are not permitted to reproduce or distribute lecture notes and course materials publicly for commercial or non-commercial purposes without express written consent from the copyright holder(s).

STATEMENT ON CLASS CONDUCT

The Carleton University Human Rights Policies and Procedures affirm that all members of the University community share a responsibility to:

- promote equity and fairness,
- respect and value diversity,
- prevent discrimination and harassment, and

- preserve the freedom of its members to carry out responsibly their scholarly work without threat of interference.

Carleton University Equity Services states that “every member of the University community has a right to study, work and live in a safe environment free of discrimination or harassment”. [In May of 2001 Carleton University’s Senate and Board of Governors approved the Carleton University Human Rights Policies and Procedures. The establishment of these policies and procedures was the culmination of the efforts of the Presidential Advisory Committee on Human Rights and a Human Rights Implementation Committee.]

GRADING SYSTEM

Letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100 (12)	B = 73-76 (8)	C - = 60-62 (4)
A = 85-89 (11)	B - = 70-72 (7)	D+ = 57-59 (3)
A - = 80-84 (10)	C+ = 67-69 (6)	D = 53-56 (2)
B+ = 77-79 (9)	C = 63-66 (5)	D - = 50-52 (1)

F Failure. No academic credit WDN Withdrawn from the course

ABS Absent from the final examination

DEF Official deferral (see "Petitions to Defer")

FND Failure with no deferred exam allowed -- assigned only when the student has failed the course on the basis of inadequate term work as specified in the course outline.

Standing in a course is determined by the course instructor subject to the approval of the Faculty Dean. This means that grades submitted by the instructor may be subject to revision. No grades are final until they have been approved by the Dean.

WITHDRAWAL WITHOUT ACADEMIC PENALTY

September 30, 2019: Last day for a full fee adjustment when withdrawing from **fall** and **fall/winter (full year)** courses (financial withdrawal). Withdrawals after this date will create no financial change to fall term fees and will result in a permanent notation of WDN appearing on your official transcript.

December 6, 2019: Last day for academic withdrawal from **fall** courses.

April 7, 2020: Last day for academic withdrawal from **fall/winter (full year)** courses.

REQUESTS FOR ACADEMIC ACCOMMODATIONS

You may need special arrangements to meet your academic obligations during the term. For an accommodation request the processes are as follows:

Pregnancy obligation: write to the professor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details see <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

Religious obligation: write to the professor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details see <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

Accommodation for Student Activities: write to the professor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details see <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

Survivors of sexual violence: As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and is survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: <https://carleton.ca/sexual-violence-support/wp-content/uploads/Sexual-Violence-Policy-December-1-2016.pdf>

Academic Accommodations for Students with Disabilities: The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (if applicable).

PETITIONS TO DEFER

Students unable to write a final examination because of illness or other circumstances beyond their control or whose performance on an examination has been impaired by such circumstances may apply within five working days to the Registrar's Office for permission to write a deferred examination. The request must be fully and specifically supported by a medical certificate or other relevant documentation. Only deferral petitions submitted to the Registrar's Office will be considered.

ADDRESSES (613-520-2600, phone ext.)

- Department of History (2828) 400 PA
- Registrar's Office (3500) 300 Tory
- Academic Advising Centre (7850) 302 Tory
- Paul Menton Centre (6608) 500 Unicentre
- Centre for Student Academic Support – Study Skills, Writing Tutorials, Bounce Back (3822) 4th fl Library

Application for Graduation Deadlines

- Spring Graduation (June): March 1
- Fall Graduation (November): September 1
- Winter Graduation (February): December 1