

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Gastronomy		
Field of Knowledge:	Science		
Faculty/School:	Economic and Business Science		
Course:	BASICS OF MARKETING		
Type:	Basic Training	ECTS credits:	6
Year:	1	Code:	1400
Teaching period:	First semester		
Area:	Business		
Module:	Basic training		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

This subject is aimed to explain basic concepts of marketing activity, from simple operational applications, all the way to strategic management decisions. The concepts involved are those related to consumer awareness and its environment, criteria on selecting the right target audience, segmentation and finally the positioning statement which is the cornerstone of marketing strategy. Understanding and familiarisation with these concepts will be achieved during the course, mainly based on a continued reference to the real world, our society and its markets. Teaching effort and dedication of the student will be focus on the daily analysis of situations from everyday experience

## SKILLS

### Basic / general / cross skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

Develop the professional skills involved in risk forecasting, decision making and problem solving

Recognise the importance of the social and environment elements of your professional and business activity and of the need for a professional code of ethics

Assume and be familiar with the principles of performing management duties at department, project and company level in the hotel and catering sectors

Be able to apply the theory and knowledge acquired in actual situations and practical action

Consider the activities related to your profession from an international viewpoint and develop attitudes of interest, respect and dialogue with other nationalities, cultures and religions in search of the truth

Adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in your professional and personal undertakings

Be able to work efficiently as a member and as the head of a team in multicultural and/or multidisciplinary environments

Develop habits of oral and written attitudinal communication

Develop creativity and enterprising spirit in search of added value

Assume a personal and institutional ethical commitment in the workplace

Develop the skill of responsible, critical and reflective, analytical and synthetic thought

### **Specific skills**

Understand the workings of the company as an organisation that creates, makes efforts and creates value for its stakeholders, remaining aware of the importance of the social and environmental dimensions of its activity

Be familiar with and know how to inter-relate all functional areas of the company

Understand and know how to remain up to date on the current situation of the environment, needs, market and applications of the gastronomy, hotel and culinary arts sector

Always consider the customer as the *raison d'être* of the company

Capacity to organise the commercial and promotional activities of the company, seeking quality as a customer right and competitive advantage of marketing.

### **DISTRIBUTION OF WORK TIME**

CLASSROOM-BASED ACTIVITY	OUT-OF-CLASSROOM ACTIVITY
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## GOAL

Main goal on this course is making students reach a comfortable knowledge of marketing main concepts and skills, so they can use them on every situation of their professional management career as future experts on gastronomy or hospitality.

## LEARNING RESULTS

By the end of this course, student will be able to express and work with main marketing aspects. Understanding different markets segmentations and forces involve in them. They will be able to express themselves with written & verbal skills on different language, and will be ready to analyze the marketing opportunities on every project, specially on gastronomy & hospitality on an international environment. They will identify the customer as the main pillar for their business development and will understand how marketing strategies work and can be applied, in order to reach any business goal, understanding ethical and social implications for the company and their stakeholders. Course main result will be an integrated knowledge of every marketing tool within the company structure and its strategy, helping in its business development in order to reach any goal previously set.

## LIST OF TOPICS

UNIT 0. COURSE INTRODUCTION AND PRESENTATION OF THE Methodology, learning and evaluation system.  
> The course aims to take a tour of the main concepts of Marketing to secure them with a second stage specific application in the hospitality and gastronomy sector.

> CONCEPTS AND LEARNING THEORY AND PRACTICAL:

> UNIT 1. WHAT IS MARKETING. What is it used for. Brief historical evolution (Above / Below to Neuromkt). Strategy and Strategic Planning. Concept of Consumer / Client. Market Research.

> UNIT 2. BRANDING & POSITIONING: Mission, Vision, Brand Values Brand. Identifying and implementing brand strategies. SWOT.

> UNIT 3. CONSUMER MARKETING ENVIRONMENT AND POLICY (4P + 2'S. EVOLUTION Above / Below, CRM, BI, Loyalty and E-Marketing).

TRADE MARKETING. Marketing Plan and relationship with traditional digital media.

> SECTOR SPECIFIC APPLICATION:

> UNIT 4. Globalization and market assessment. Strategy, market entry, Implementation of Marketing mix. Global organizations.

> UNIT 5. MARKETING Hospitality: The market segmentation in the hospitality market (subchannels). Types points of sale. Types of segmentations.

> UNIT 6. DISTRIBUTION MODEL: Direct, Indirect, Environment, refrigerated, etc. Hospitality Business Models. (Manufacturer / Consumer). Channel Marketing and management of POS

## TEACHING-LEARNING METHODOLOGY/ACTIVITIES

### METHODOLOGY / LEARNING ACTIVITIES

Presential MASTER LESSON: Unlike classical lecture, where the main weight lies on the teacher, in participatory lecture we want the student to pass from a passive to an active role, encouraging their participation. This requires a good structure of content, a professor clear exposition and be able to hold the attention and interest of the student, encouraging their participation and curiosity by giving suggestions, questions, readings, etc.

INDEPENDENT WORK. With this approach the student takes the initiative with or without the help of others (teachers, peers, tutors, mentors). He/She will search for their learning needs, formulate learning goals, identify the resources you need to learn, choose and implement appropriate learning strategies and evaluates the results of their learning. The teacher becomes the guide, facilitator and source of information that assists in the self-learning style. This methodology will be of particular interest for the development of skills related to self-research.

COOPERATIVE TEAM WORK : The number of students in our university we scheduled allows working in small

groups. Cooperative team work is defined as "instructional strategies in which students are divided into small groups and are evaluated on group productivity", which puts both individual responsibility as positive interdependence, It's an American professional teamwork game .

**CASE METHOD:** Learning acquisition through case studies or actual management situations. This technique of active learning, focusing on research student on a real and specific problem, helps students acquire the basics for an inductive kind of study.

**TUTORIAL SYSTEM ACTION:** including interviews, focus groups, self reports and tutorial reports.

**RESEARCH:** Finding information with a previous target from various sources and documents, analysis and synthesis of data and development of conclusions, alone or in collaboration with other researchers or departments outside the classroom.

## LEARNING APPRAISAL SYSTEM

### STUDENTS WITH CONTINUOUS ASSESSMENT:

Every exam involve in continous assessment shall be subject to the provisions of the Evaluation Grades in Business Administration and Marketing Policy.

Written or oral tests, developmental, multiple choice or short answer: Weight 60%

Daily activities and exercises: Weight 10%

Individual and team work: 20%

Attendance and participation in classroom activities in the classroom: 10%

**STUDENTS WITH WAIVER OR WIHTOUT CONTINUOUS ASSESSMENT:** Whit previous Justification waiver.

Must submit every essay of their classroom teammates previously raised. Score 50%  
They must pass the final exam with a minimum grade of 5.5. 50%

"All evidence capable of assessment shall be subject to the provisions of the Evaluation Grades in Business Administration and Marketing Policy.

Students with justification waiver will be assessed through exams or essays and must substantiate it by reliable means.

## BIBLIOGRAPHY

### Basic bibliography

ALCAZAR, Pilar (2009). Entre Singles, Dinkis, Bobos y otras tribus. Editorial Planeta S.A. Barcelona. - ARIELY, Dan (2009). Predictably Irrational. Ed. Harper Collins Publishers. New York, USA. - BOU BAUZÁ, Guillem (2004). El arte de la Guerra, para Directivos, Directores y Dirigentes. Ediciones Pirámide (Grupo Anaya S.A.)Madrid. - COLLINS, Jim (2001). Good to Great. Random House Business Books. London. - GARCÍA UCEDA, Manuel. (2001). Las claves de la Publicidad. ESIC. Madrid - GIL MÁRTIL, Víctor Alejandro (2009). CoolHunting. Ediciones Urano, S.A. Barcelona. - JOBBER, David; FAHY, John (2007). Foundations of Marketing [fundamentos del Marketing]. Editorial McGraw Hill. Madrid. - KOTLER, Philip. (2003). Los 80 conceptos esenciales de Marketing. Ed. Prentice Hall. Madrid. - MACIÁ DOMENE, Fernando; GOSENDE GRELA, Javier (2009). Posicionamiento en buscadores. Ediciones Anaya Multimedia. Madrid. - MAQUIAVELO, Nicolás (2004). El Príncipe. Edimat Libros S.A. Madrid. - OCAÑA, Fernando. (2006). La Publicidad contada con sencillez. Ed. Maeva. Madrid. - OLLINS, Wally (2009). El libro de las marcas. Editorial Oceano S.L. Barcelona. - RENVOISÉ, Patrick; MORIN, Christophe (2006). Neuromarketing, El nervio de la Venta. Editorial UOC, Barcelona - RIES, Al (1997). Las 22 leyes inmutables del marketing. Ed. McGraw-Hill. Madrid. - TROUT, Jack (2005). El poder de lo simple. Editorial McGraw Hill. Madrid - SANTESMASES MESTRE, Miguel (1996). Términos de Marketing. Ediciones Pirámide. Madrid. DAHRINGER, Lee D.y MÜHLBACHER, Hans, International Marketing: a global perspective, EUA: Addison-Wesley Publishin Company, Inc., 1991.  
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