

Teaching guide

IDENTIFICATION DETAILS

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

GOAL

Make students reach a comfortable level of knowledge of the main Marketing concepts and skills, so they can use them in every situation of their professional management career as future experts on gastronomy or hospitality.

PRIOR KNOWLEDGE

Basic University access requirements. Basic understanding of marketing & advertising concepts as a consumer

COURSE SYLLABUS

Unit 0. Introduction. Course Presentation.
Unit 1. What is marketing?
Unit 2. 1st. "P": Product.
Unit 3. 2nd. "P": Place.
Unit 4. 3rd. "P": Price.
Unit 5. 4th. "P": Promotion.
Unit 6. Marketing evolution.
Unit 7. Digital Marketing
Unit 8. Hospitality marketing plan.

EDUCATION ACTIVITIES

LEARNING ACTIVITIES:

- In-person 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 teamwork : 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.
- 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.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Theory 40h Class Discussion & debate 10h Personal & team presentations 5h	Final Project Theory & lectures 65h Personal research, Survey 10h On/off line team work 15h

SKILLS

Basic 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

General Skills

To develop creativity and enterprising spirit in search of added value.

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

To develop habits of oral and written communication in order to convey one's attitudes and feelings.

To recognise the importance of the social and environment elements of one's professional and business activity and of the need for a professional code of ethics.

To be able to apply the theory and knowledge acquired to real situations and practical actions.

To analyse and summarise the main ideas and contents of all types of texts, discover their theories and the issues they pose and critically judge their form and contents in terms of both the texts and the underlying rhetoric.

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

Specific skills

To understand and know how to keep up to date on the current situation in the field of gastronomy: the needs, the market and the applications of the gastronomy, hotel and culinary arts sector.

To always consider the customer as the *raison d'être* of the company.

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

To develop inter-personal and group communication skills and understand the process of their application in the company and among its workforce, in general and functional management, departments and projects in the sector.

LEARNING RESULTS

The student will have an integrated knowledge of every marketing tool within the company structure and its strategy, helping in his/her business development in order to reach any goal previously set.

The current learning result will be achieved by the presentation of practical exercises as well as discussions about specific subjects in class. During the course, the teacher will request to the students to create and explain how to deploy the price strategy of a F&B company, a loyalty program of a hotel company, etc.

The student will identify the customer as the main pillar for his/her 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 his/her stakeholders.

The current learning result will be achieved by continuous exemplification about how to define and activate a CRM (Customer Relationship Management) strategy. Examples about how to create a concepts dictionary, how to make an ethically responsible segmentation, etc. will be requested in class.

The student will be able to express him/herself with written & verbal skills on different languages, and he/she will be ready to analyze the marketing opportunities on every project, specially on gastronomy & hospitality on an international environment.

The current learning result will be achieved by the obsession of the teacher to motivate participation in class, not only by practical exercises presentation but also with daily interaction through questions that will be written or verbally responded in class.

The student will understand different markets segmentations and forces involved in them, expressing and working with main marketing aspects.

The current learning result will be achieved by several exercises during the course aimed to learn, analyse and present different ways to segmentate a company's customers DB: value segmentation, behaviour segmentation, tactical segmentation, etc.

LEARNING APPRAISAL SYSTEM

The student will never be allowed to pass the subject just by being successful in one exam.

- Students of first enrollment

- 1) Written or oral tests, developmental, multiple choice or short answer: 55%
- 2) Individual and team work and Daily activities and exercises: 35%
- 3) Attendance and participation in classroom activities in the classroom: 10%

To succeed and pass the subject the student will need to get at least 5 in the final exam.

Academic exemption or dispensation

The students that for a justified reason (health problems or any other important matter) and always with the agreement and the approval of the academic director cannot attend the programmed scheduled lessons will be marked just with the written theory exam and the practical one. In this case the written exam will count 55% and final project and daily exercises 45%.

Students of second or subsequent enrollments The students of second or subsequent enrollments will have the two options mentioned before, it is mandatory to communicate the professor at the beginning of the semester. The student will not be able to pass the subject with just one assessment.

Extraordinary examinations In this case the assessment criteria applied will be the same as the two previous ones.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

JOBBER, David; FAHY, John (2007). Foundations of Marketing [fundamentos del Marketing]. Editorial McGraw Hill. Madrid.

KOTLER, Philip; ARMSTRONG, Gary (2018). Principles of Marketing (Principios de Marketing). 17th Edition. Pearson Prentice Hall. Editorial. U.K.

Additional

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

AYESTARÁN, Raquel; RANGEL, Celia; SEBASTIÁN, Ana (2012). Planificación Estratégica y Gestión de la Publicidad: Conectando con el Consumidor. ESIC. Madrid.

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.

GIL MÁRTIL, Víctor Alejandro (2009). CoolHunting. Ediciones Urano, S.A. Barcelona