

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:	BRAND AND PRODUCT POLICIES
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Type:	Basic Training
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ECTS credits:	6
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Year:	2
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Code:	1429
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Teaching period:	Third 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

Brand and Product management is an extended course of the previous "Fundamentals of marketing" held a year beforehand. This course is oriented to develop practical marketing mix work, with a focus on creating a Brand through a product or service project. It is based on marketing research and includes every Brand and product strategy, working with pricing and portfolio mix, in order to outperform any competitor. It involves taking critical decisions of selecting the right target and making the right product mix choice, by creating a value proposition according to customer needs, whilst by developing a competitive advantage and brand positioning for the client's brand.

Brand and Product policies in the Gastronomy degree covers the skills and tools needed to develop the product-

service mix that serves the best the requirements of a customer-driven strategy in this particular field of the industry

GOAL

By the end of the course, the student has to be capable to develop a global knowledge on product and brand policies, in the context of gastronomy and hospitality industry. The student will be familiar with theoretical concepts and will be able to put into practice the deployment, fulfilment and follow up of the critical elements of the marketing mix. While studying the product and service mix, achieves an overall understanding of how his or her decisions on customer service, quality and sustainability affect the community where the business is placed.

The specific aims of the subject are:

As key delivery of the course, student gets a practical application of marketing mix, focused on product and brand development. The final project allows her or him to work on product & brand strategy as a whole integrated process of political actions which drives to a close relationship with the chosen segment of customers

Student knows how to deploy product and brand strategy through the study of theoretical models (potential product models, among others) and the application of business tools (as CANVAS business model)

Student works with specific features of the hospitality industry as is the continuous touch with customer and the combination of business process with customers' cocreation to build singular and best-in-class experiences

PRIOR KNOWLEDGE

Brand and product management is an extended course of previous "Fundamentals of marketing" held on 1st year.

The student has to be familiar with topics as:

Strategy and Strategic planning

Consumer, customer and client

Scanning the environment: 5 forces. Competitors' analysis. Market research. Consumer trends.

Building the value proposition: Brand values, brand positioning. The 4 P.

Positioning, Segmentation and Targeting

Marketing policies: communication, product development, trade marketing, consumer satisfaction

Marketing application and follow up. Marketing integration. Sales force. KPI's formulation and fulfillment

Although all these concepts have been covered in the previous course, a short review and practical cases in the hospitality industry will refresh and update previous skills

COURSE SYLLABUS

- 1) Marketing strategy in the context of hospitality and gastronomy. The 5 P's model. Review of customer-driven process.
- 2) Business and competitive strategies. Value proposition and competitive advantage. Customer-centric strategies. Customisation and personalisation in the digital and global hospitality industry
- 3) Delivering the marketing process in gastronomy and hotel business. The potential product model. CANVAS tool.
- 4) Product policies (portfolio, presentation and display policies, price and promotion). Pricing models. New product development. Innovation process.
- 5) Brand development and management (brand equity, 3 i brand models, image and consistency). Branding and brands. Identity and exploitation. Franchising and its role in the hospitality industry.
- 6) People and customer interaction in the hospitality industry. The digital background. How to stand out and differentiate your offer. Brand, products, experiences.
- 7) Brand and product planning. Key stages. Key performance indicators. Business impact of product and brand decisions in activities, resources and costs.

EDUCATION ACTIVITIES

MASTER LESSON: Unlike classical lecture, where the main weight lies on the teacher, in participatory lecture we want students to play an active role, encouraging their participation. This requires a good structure of content, a professor's clear exposition and the ability to hold the attention and interest of the student, asking for active involvement 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). She/he 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 allows them cooperative team work 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 pushes both individual responsibilities as positive interdependence.

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. It is worth to notice that Outdoors are part of the case methodology and assistance and preparation are compulsory.

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
Master lessons 40h Case discussion and learning activities with cooperative team work 10h Personal & team presentations 5h Complementary activities TEST & EXAM tutorships 5h	Individual study 45h Research and preparation of cases and Outdoors. 25h Cooperative team work 20h

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

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

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

To develop professional skills such as humility in the workplace, consistency in practice, tidiness and discipline, objective self-criticism and the spirit of achievement.

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 adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in all professional and personal undertakings.

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.

To be familiar with and know how to inter-relate all functional areas of the company.

LEARNING RESULTS

Through P&BP lectures, the Student always considers the impact of marketing actions on the whole firm and the society where operates, looking for doing good and doing well

With lectures and company cases study, the Student understands product & brand policies and its interaction as core competitive and action strategies, shared by every part of the company

Through individual and team exercises, the Student develops a sound theoretical and practical knowledge of marketing as a transversal functions, which impacts in the whole company

Through the exposition to firm's activities provided by articles and videos, the Student acquires a practical application of marketing mix, focused on product and brand development

With the presentation of individual contribution and the final team work, the Student develops an impactful and compelling style of communication, respectful and based on facts

With the support of tutorships, the Student progresses with own will and effort through commitment on intellectual and practical work

Through the preparation of individual and team work, the Student works on product & brand strategy as a whole integrated process of political actions which drives to a close relationship with the chosen segment of customers

With the exposition to articles and outdoors, the Student studies and scans environment and judges context, looking for stimuli for creativity and knowledge

With the preparation and contribution to the final team work, the Student develops a selling proposition based on product/service attributes by using real examples, with product portfolio, price competitive system and brand policies as the core attributes of the plan

As a combination of individual effort, team work and tutorships, the Student acquires a transversal strategic mind, where marketing decisions based on product & brand selection will impact directly on financial results of a company

LEARNING APPRAISAL SYSTEM

The evaluation system reflects the progress of the Student, monitoring it through the different learning activities (individual study of lectures, cases; participation in class activities; team work). Therefore, a continuous evaluation system will be applied, where every item will be previously informed to the class. In order to pass the course through this continuous process, the student must attend and participate regularly into every activity demanded by the teacher, who will evaluate the merits and quality of the contribution.

Student of first enrolment.

In order to have the benefit of a continuous evaluation system the requirement is to have a minimum assistance rate on every class and activities held during the course. (80% assistance). In these cases, the evaluation scheme is as follows:

- Tests, partial and final exams: 60%
- Individual homework (virtual area, in class presentations): 15%
- Team and collaborative work 20%
- Participation and contribution 5%

To succeed and pass the subject the student will need to get more than a 5 for the individual written exam and the team and collaborative work.

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 as follows:

- Tests, partial and final exams: 70%
- Individual final project 30%

The students of second or subsequent enrolments will have the two options mentioned before; it is mandatory to communicate the professor at the beginning of the semester the chosen option.

Also in the case of academic exception, to succeed and pass the subject the student will need to get more than a 5 in the written exam and in the individual final project

Extraordinary exams

In this case the assessment criteria applied will be

- Tests, partial and final exams: 70%
- Individual final project 30%

To succeed and pass the subject the student will need to get more than a 5 in the written exam and in the final project

In any of the evaluation alternatives, the student will never be allowed to pass the subject just by being successful in one exam

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Kotler, Ph. and Keller, K.L. (2018). Marketing Management. 15th. Global edition. Pearson Education Ltd., Harlow, UK.

Reid, R.D. and Bojanic, D.C. (2010). Hospitality Marketing Management, 5th Edition. Wiley, Reddington, UK.

Kotler, Ph.; Bowen, J.; Makens, J. and Baloglu, S. (2017). Marketing for hospitality and tourism. 7th Global edition.

Pearson Education Ltd., Harlow, UK.

Additional

Web sources: BCG perspectives; industry and company cases (Boston Consulting Group). KPMG, PWC, AC Nielsen and other reputed institutions: studies on consumer behavior in the digital-globalised landscape.

WEARNE, N. & MORRISON, A. (1994). Hospitality marketing. Butterworth-Heinemann, Oxford, UK.

Federación Española de Hostelería (FEHR); Ministerio de alimentación, pesca y medio ambiente (MAPAMA) surveys on industry's evolution