

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:	INTEGRAL COMMUNICATION MANAGEMENT
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Type:	Compulsory
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ECTS credits:	6
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Year:	3
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Code:	1460
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Teaching period:	Fifth semester
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Area:	Hotel and restaurant administration
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Module:	Discipline
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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 course is focused on building communications plans, understanding media possibilities, and assessing media plans in order to optimize decision-making and budget constrains.

GOAL

At the end of the course, students should be able to build a marketing plan for a defined business. The student should know how to establish business goals, develop strategies and select and define action plans to achieve the defined objective. And be prepared to apply both, the catering sector and the hotel industry (away from home consumption).

The student should feel comfortable with conventional and digital media, RRSS and new technologies (mobile web / Apps). Media planning, communication and the effect on the business.

PRIOR KNOWLEDGE

You need to have basic knowledge on marketing basics:

Marketing principles
Product & Brand definition
Research – Consumer Insight
Marketing Mix

COURSE SYLLABUS

- 0 . PRESENTATION
- 1 . WHAT IS THE MARKETING PLAN
- 2 . PHASES OF A MARKETING PLAN
3. PLANNING AND CHANNEL MEDIA
4. WORD OF MOUTH - STRATEGY WOM
5. ORIGIN AND EVOLUTION OF NETWORKS
6. INTERNET ADVERTISING – DIGITAL PANORAMA
7. BUSINESS PLAN
8. ENTREPRENEURSHIP
9. COURSE CLOSURE

EDUCATION ACTIVITIES

PARTICIPATORY masterclass:

Unlike the classic lecture, in which weight rests in the teacher, participatory lecture seek the students evolving from passive to active, promoting their participation.

This requires that teachers develop a structured content, have clear communication and are able to keep the attention and interest of students .

STAND-ALONE WORK. In this approach the student takes the initiative with or without the help of others (teachers, peers, tutors, mentors). It is the student diagnosing their learning needs, formulating learning goals, identifying the resources he needs to learn, choosing and implementing strategies that evaluate the results of their learning.

The teacher becomes the guide, facilitator and a source of information that assists in stand-alone work. This methodology will be of special interest when developing research skills.

SMALL GROUP WORK COOPERATIVE:

It allows for group work in small groups. Incentivating cooperative work in which students are divided into small groups and are evaluated according to group productivity, which brings into play both individual responsibility and positive interdependence.

CASE METHOD: Acquisition of learning by analyzing actual cases or management situations.

This technique of active learning, focusing on research and on real solving problems, helps students acquire the basis for an inductive study.

TUTORIAL SYSTEM ACTION: including interviews, group discussions, self-reports and reports of tracking tutorial.

RESEARCH: Finding information from various sources and documents, analysis and synthesis of data and development.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Discussion of cases 5h Teamwork 9h tutoring 1h assessment tests 4h Lectures 21h Resolution of exercises 20h	Theoretical and practical study 40h Cases preparation 25h Teamwork 15h Virtual work in network 10h

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 understand the different forms of leadership that an individual may possess and commit to the development of personal skills: temperament, character and personality.

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

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

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

Designs a marketing plan analyzing the different internal and external variables.

In depth analysis that will help decision making, by solving the assumptions and the proposed study cases.

Evaluates different media plans analyzing which is the best suited to accomplish communication objectives.

Designs products/services under marketing criteria, as well as being able to decide the best plan to fit market opportunities.

Analyzes various departments of a proposed hotel/restaurant, and understanding their influence in communication strategy.

Generates intellectual curiosity, of seeking truth in all areas of student life.

LEARNING APPRAISAL SYSTEM

EVALUATION SYSTEM:

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

+ Students of first enrollment

- _ Written exam , test or short answers 15%
- _ Daily assessment 40%
- _ Assistance and class participation 5%
- _ Practice assessment: practice in the lab, culinary preparation, customer service, mise en place and event organization . 40%

To succeed and pass the subject the student will need to get more than a 5 for both; theory and practice

+ 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 25% and the practice assessment exam a 75% 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

- Examination: 75%
- Delivery of works: 25%

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

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Presentación AECOC.GS1 El Canal Horeca en España. Análisis de la Situación Actual y Tendencias Futuras. Iliada Consulting para FIAB Attention! Ken Sacharin Español*:

Datos Económicos de la Hostelería en 2007. Revista FEHR numero 5 Panel de Consumo Extradoméstico del MARM. El Proveedor y la Distribución en el Canal HORECA.

Presentación AECOC.GS1 El Canal Horeca en España. Análisis de la Situación Actual y Tendencias Futuras. Iliada Consulting para FIAB Attention! Ken Sacharin Español*: