

# 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:	ADVANCED MARKETING
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Type:	Optional
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ECTS credits:	6
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Year:	4
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Code:	1484
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Teaching period:	Seventh 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

Advanced marketing focuses on the marketing process for a customer-driven value proposition in the hospitality and food service industries. The subject features the key procedures, activities and performance indicators to plan and execute a Marketing Plan that sustains the competitive strategy of the firm and drives value to the main stakeholders, in the current and increasingly competitive, environment.

Advanced marketing closes to an end the path to understand and execute a succesful marketing plan. The subject reviews and refreshes the previous learning achieved with subjects as Marketing Fundamentals and followed with Product and Brand Policies, Consumer behaviour in the Hospitality Industry, Communication Strategies and Sales and Commercial Direction. The Student has to be familiar with the theoretical concepts but, moreover, with best practices and applications in the Hospitality Industry, acquired with personal reflection and study of lectures and

handbooks, and practical exposition to real life situation through outdoors and case studies, On the other hand, Advanced marketing opens the door for real life practice, giving the Student a parsimonious method to plan and to deploy the marketing activities. Finally, to overcome and to achieve the optimum development as a person and as practitioner, Advanced marketing students have to show in their learning behavior and relations with mates and the community, the virtues and values that we in the UFV ask for.

## GOAL

The purpose of Advanced Marketing is to give the student a sound and bold knowledge of the Marketing discipline, in order to plan and to react to the challenges that is going to face as a manager in the hospitality and food service industry. The student will be able, at the end of the course, to build up a full Marketing Plan with the four steps (planning, deployment, control and adjustment), to control the execution and to know the expected and real return of the marketing activities.

The specific aims of the subject are:

To assess and review the basics of a successful marketing strategy in the hospitality and food service industries

To understand consumer needs and need states and how to fulfil the maximum satisfaction with the firm's resources. Fluent practice with the classical TSP process and the Gains-Pains proposal of the Canvas (business models) method.

To understand the challenges and opportunities of the global and digital environment in the industries of travel, hospitality and food services. Opportunities and threats of circular economy and disinter mediation. To be able to diagnose, identify and go life with a value proposition that out-stands in this cloudy landscape.

To identify and understand the key assets of the firm (brand, heritage, location...) and how to exploit them. Asset management and real state. CSR guidance to understand the must of a responsible and sustainable strategy and the benefits for the firm and the main stakeholders (employees, customers, society)

To understand and develop a balanced and effective corporate and brand communication plan. Objectives, resources and performance indicators. Effect of income (demand) and cost.

To achieve a highly developed ability to plan and to execute the Marketing Plan, through project planning procedures.

## PRIOR KNOWLEDGE

Students must have demonstrated knowledge and understanding in an area of study that is founded on previous related subjects (marketing fundamentals, brand and product policies, consumer behavior and communication policies, commercial and sales management).

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, and a certain familiarity with the digital landscape (from social networks to integrators)

A good level of English is need (EMI) to both understand and deliver personal contribution

## COURSE SYLLABUS

- 1.- Marketing for the Hospitality and Food Service Industry. State of the art.
- 2.- The Customer. Targeting, Segmentation and Positioning. The classical TSP model and the CANVAS (Gains-Pains) proposition
- 3.- Corporate and competitive strategies. Value proposition. Firm resources and industry scanning. PEST, Porter 5 forces and SWOT analysis.
- 4.- From 3.0 to 4.0 Marketing. Brands on and off. Brand equity, brand management. Franchises.
- 5.- 2020 Hospitality industry. Globalisation, B2B, B2C and C2C relations in the digital landscape. Circular economy. Disintermediation. Coopetition and collaborative marketing. Tourism flows. Cluster and destination marketing. Sustainability.
- 6.- Relations with the customer and clients. Marketing channels. Effective communication. Dialogue with the customer and the stakeholders (society and employees). Internal marketing.

7.- Marketing in the forefront. Functional strategies, activity-based strategies, key performance indicators and scorecards. Income and costs.  
 8.- Planning the business evolution with the marketing lenses. The marketing plan within the strategic business plan.

## EDUCATION ACTIVITIES

Lectures: In opposition to the former master classes, the lectures start with a presentation of topics by the teacher in order to fix the theoretical basics and then, active participation of students both spontaneously and upon request of the teacher will be promoted. Debate, critical attitude and exposure of different point of views will also be stimulated. The student must have the leading role in the learning process.  
 Case discussions and problem-solving class sessions: Students will be faced with practical exercises to be solved independently or in groups, both in class or as an out of class activity. Depending on availability, hands-on cases, presented by real managers of the industry, will be shared with students. The professor will preferably act as a guide or advisor.  
 Personal study and practical work: both theoretical and practical is necessary to complete the final project, as it is the Marketing Plan. Team collaborative work will be encouraged in certain stages of the course, to develop leadership and team management abilities  
 Article reading, videos, films and commercial pieces review & discussion. To stay updated and knowing what's going in the "real world", it's essential to read on a daily basis latest news about the hospitality industry. Reading specialized magazines and newspapers are a must in this course.  
 Tutorials: These consist of individual attention to students in order to review and clarify the issues presented in class and clarify any doubts that have arisen during the preparation of the project. It will also guide students on all elements of the learning process.  
 Assessment: Throughout the course, students will be assessed and tested regarding the different skills and learning results aimed by the subject.

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Lectures 40h Case presentations and debates 10h Personal project presentation 6h Exams and tutorships 4h	Individual study and work in personal project 50h Research and preparation of cases 20h Collaborative 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 understand the different forms of leadership that an individual may possess and commit to the development of personal skills: temperament, character and personality.

To adopt a personal and institutional ethical commitment in the workplace.

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 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.

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 understand and value the impact of gastronomy and culinary arts on society: family, local and regional communities, economic development, social development and the media.

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 understand the workings of the company as an organisation that creates, makes efforts and creates value for its stakeholders, always being aware of the importance of the social and environmental dimensions of its activity.

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

## LEARNING RESULTS

Through lectures and individual research, the Student is able to understand and to judge with a critical and responsible approach, the situation of the hospitality industry on a global and local basis

Through research and on class reflection on the major features of the evolution of consumers' relation with the industry, the Student is able to build up assumptions, develop hypothesis, review them and therefore, propose plans in accordance with the satisfaction of the consumer's current and future needs

With a sound and parsimonious study of lectures and Company cases, the Student is able to create, to deploy the main activities and to set the path to execution and control of a wholesome and bold marketing plan, consistent with the business' plan and the firm mission and vision

With personal commitment and sharing time with mates and practitioners, the Student is able to evaluate how to align attitude and behavior with a responsible, sustainable approach to customers, suppliers, employees and society. Doing good and doing well.

With the exposition of personal contribution and the collaborative work, the Student creates an effective and compelling style of communication, in written and speaking, with an ordered and structured thought

As a combination of individual effort, lectures, case studies and tutorships, the Student integrates a transversal strategic mind, being able to choose, recommend and evaluate the marketing overall decisions that impact directly on performance and financial results of a company

With the solution of cases, judgement of articles and evaluation of outdoors, the Student scans industry's environment and judges context, looking for stimuli for creativity and knowledge

## LEARNING APPRAISAL SYSTEM

A continuous evaluation system will be applied, where every item will be previously announced to the class. In order to pass the course through this continuous process, the student must attend and participate regularly into every activity demanded.

Student of first enrollment.

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 Project (marketing plan within the business plan): 25%
- Homework and collaborative works: 10%
- Participation and implication : 5%

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

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 (marketing plan within the business plan): 30%

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

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 examinations

In this case the assessment criteria applied will be

- Tests, partial and final exams: 70%
- Individual (marketing plan within the business plan): 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

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 Educational Ltd., Harlow, UK

KOTLER, Ph.; BOWEN, J.; MAKENS, J. and BALOGLU, S. (2017). Marketing for Hospitality and Tourism. 7th Global edition. Pearson Educational Ltd., Harlow, UK.

REID, R.D. & BOJANIC, D.C. (2010). Hospitality Marketing Management, 5th Edition. Wiley, Reddington, UK.

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

### Additional

Web sources: [www.unwto.org](http://www.unwto.org) United Nations World Tourism Organisation.  
[www.ectaa.org](http://www.ectaa.org) The European Travel Agents and Tour Operators Associations.  
[www.hsmi.org](http://www.hsmi.org) Hospitality Sales and Marketing Association International.

[www.iet.tourspain.es](http://www.iet.tourspain.es) Instituto de Estudios Turísticos, Spain.  
[www.hvsinternational.com](http://www.hvsinternational.com) Hospitality Consultancy Group.  
[www.hotelsmag.com](http://www.hotelsmag.com) The magazine of the worldwide hotel industry.  
[www.e-tid.com](http://www.e-tid.com) Travel and Hospitality Industry Digest.  
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.

Ecole Hoteliere de Lausanne (2017) The Lausanne report. Shaping the future of hospitality, outlook 2030.

GRANT, Robert (2010). Contemporary Strategy Analysis. 7th edition. John Wiley and Sons, Chichester, UK

AAKER, David A. & JOACHIMSTHALER, Erich (2000) Brand Leadership. Free Press, NY.

BIGNE, José Enrique (2003). Promoción Comercial. Editorial ESIC

PORTER, Michael E. (1980). Competitive Strategy; techniques for Analyzing industries and competitors. 2008 edition. Free Press, NY.