

Teaching guide

IDENTIFICATION DETAILS

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

SUBJECT DESCRIPTION

As its title indicates, this course is intended to establish concepts that are essential to all marketing activity, ranging from simple operational applications to far-reaching management decisions. It deals with concepts that relate to the awareness of consumers and of their environments, to the segmentation criteria prior to choosing a target audience and, lastly, positioning statements, which represent the cornerstone of marketing strategy. Knowledge of and familiarity with these concepts are achieved above all through continuous reference to the real world of society and markets. Much of the emphasis of the teaching and student participation is therefore focused on observation and analysis of situations taken from daily experience.

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

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.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours