

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

Para un aprendizaje más profundo se aplicarán dichos conceptos a un plan de marketing que servirá de base para el conocimiento de la actividad profesional.

El conocimiento adquirido en esta asignatura complementa y se enriquece con el que cubren otras asignaturas del grado tales como micro-economía, introducción al sector de la hotelería y restauración o habilidades y competencias de liderazgo. Así, como otras posteriores que se estudiarán en el grado como: políticas y producto de marca (2º), comportamiento del consumidor (2º), Estrategia de comunicación integral (3º) o marketing avanzado (4º).

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