Teaching guide

IDENTIFICATION DETAILS

Degree:	Gastronomy
Field of Knowledge:	Social and Legal Science
Faculty/School:	Law, Business and Governance
Course:	ADVANCED MARKETING
Type:	Optional
ECTS credits:	6
Year:	4
Code:	1484
Teaching period:	Seventh semester
Area:	Hotel and restaurant administration
Module:	Discipline
Teaching type:	Classroom-based
Language:	Spanish
Total number of student study hours:	150

SUBJECT DESCRIPTION

El M**arketing Avanzado** se centra en el proceso de marketing para el desarrollo de propuestas de valor focalizadas en el cliente, para la industria hotelera y el sector de la restauración.
La asignatura presenta los procedimientos, actividades e indicadores de desempeño clave para **planificar y ejecutar un Plan de Marketing** que sustente la estrategia competitiva de la empresa y añade valor a los principales grupos de interés.
El **Marketing Avanzado** concluye la formación para entender y ejecutar un **plan de marketing** exitoso. La asignatura repasa y refresca los aprendizajes previos alcanzados con materias como Fundamentos de Marketing y seguido con Políticas de Producto y Marca, Comportamiento del Consumidor en la Industria Hotelera, Estrategias de Comunicación y Dirección Comercial y de Ventas.
El estudiante debe estar familiarizado con los conceptos teóricos pero, además, con las mejores prácticas y aplicaciones en la industria de la hospitalidad, adquiridos con la reflexión personal y el estudio de conferencias, y la

exposición práctica a situaciones de la vida real a través de estudios de casos y actividades "outdoors". Por otro lado, el marketing avanzado abre la puerta a la práctica de casos reales, brindando al estudiante un método para planificar, desplegar e implantar las actividades de marketing.

Finalmente, para superarse y lograr el desarrollo óptimo como persona, los estudiantes de **Marketing Avanzado** tienen que mostrar en su conducta de aprendizaje y en las relaciones con sus compañeros y la comunidad, las virtudes y valores que en la UFV demandamos.

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.

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

DISTRIBUTION OF WORK TIME

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