



Code - Course	58001 – Marketing management		
Course year	1	Credits	3 ECST
Thematic Area	Business administration and management	Course type	Mandatory
In-class hours	42 hours	Hours of individual work	108 hores

BRIEF COURSE DESCRIPTION

Currently, key to success is not only based on having a good product but on knowing who offer this product to and how to get it to customers.

This course unit aims to introduce students to the main features of the catering products which determine their sales by thinking commercialisation as a need and an opportunity to optimize results.

This course unit also aims to give students the key elements they need in order to make marketing decisions by setting the catering company in the tourism context. In addition, students will be introduced to the new commercialisation techniques: communication, electronic commercialisation, revenue management, etc.

BASIC SKILLS

BS8- Students should be able to integrate knowledge and meet the challenge posed by the complexity of formulating judgments based on information which, despite being incomplete or emulated, allows for the inclusion of reflections on the social and ethical responsibilities related to the application of their knowledge and judgment.

BS9- Students should be able to clearly and unambiguously communicate their conclusions as well as the knowledge and ultimate reasons supporting them to both specialized and non-specialized audiences.

BS10- Students should gain learning skills that allow them autonomous or self-directed lifelong learning.

GENERAL SKILLS



GS1 – Business oriented.

GS3 – Have initiative and an entrepreneurial spirit

SPECIFIC SKILLS

SS2 – Coordinate and manage the marketing activity in restaurant businesses and hotel companies.

SS6 – Define politics needed to achieve the results come out from the company's strategic analysis.

ACADEMIC CONTENT

1. Business plan. Structure and contents of a marketing plan.
2. Development and implementation stages of a marketing plan (analytical, strategic, operational stages).
3. Communication plan. Online and offline communication techniques.
4. Commercialization channels. Commercialization and electronic distribution.
5. Revenue management. Tools and indicators.

LEARNING METHODOLOGY

The learning methodology is based on theoretical and practical sessions where students will work with the theoretical contents by means of practical activities in group.

Students will also have individual and in group oral presentations as well as a final written exam with a section they will have to orally present.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.



Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Evaluation systems	Continuous	Single
Tasks done by the student	50 %	50 %
Final written exam	50 %	50 %

Review and Reassessment of the Course

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.



REFERENCES

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- VALLS A. (1998). *Las 12 habilidades directivas clave*. Gestión 2000.



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SYLLABUS

Master in Hotel management and Hospitality

WILSON T. (1996). *Manual del Empowerment. Cómo conseguir lo mejor de sus colaboradores.* Gestión 2000.