

29228 - Nutrition: Communication and Marketing

Información del Plan Docente

Academic Year	2017/18
Faculty / School	229 - Facultad de Ciencias de la Salud y del Deporte
Degree	441 - Degree in Human Nutrition and Dietetics
ECTS	6.0
Year	4
Semester	Half-yearly
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The learning process that has been designed for this course is based on the combination of: theoretical and practical in-person classes in which student participation will be promoted, cooperative work, problem solving and case studies, as well as the discussion of texts and readings.

5.2.Learning tasks

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The program offered tries to help students achieve the expected results, and includes the following activities:

- In-person theoretical classes: sessions in which the professor in charge of the course presents the subject content, using real examples, and encouraging student participation at all times (30 onsite hours + 32,5 offsite hours of individual study of the theoretical contents and their applications). These sessions will include the following contents:
 1. Introduction to the marketing concept
 2. The market
 3. Consumer behavior
 4. The product as a marketing variable
 5. Commercial distribution
 6. Price fixing
 7. Commercial communication and advertising
 8. Basics of social marketing
- In-person practical classes: sessions in which the presentation and discussion of problems and case studies, preparation and presentation of works, discussion of current issues, commentary of readings and interactive activities will be made. It is expected to accomplish these activities within the classroom, including some work in the computer room if it is necessary (30 onsite hours + 32.5 offsite hours of individual study of the practical aspects of the course and their applications)
- Tutorials: students could attend face-to-face tutorials with the professor in charge of the course in order to supervise the activities to be conducted by students, solve their doubts about the contents of the course and/or conduct specific practical activities related to the theoretical contents of the course (20 hours either onsite or offsite).
- Evaluation activities (5 onsite hours)

5.3.Syllabus

Theory Sessions

1. Introduction to the marketing concept
2. The market
3. Consumer behavior
4. The product as a marketing variable
5. Commercial distribution
6. Price fixing
7. Commercial communication and advertising
8. Basics of social marketing

SECTION 1. INTRODUCTION TO THE MARKETING CONCEPT

1.1.- The marketing concept and basics

1.2.- Marketing tools

1.3.- Evolution of marketing orientations

1.4.- Marketing approaches

SECTION 2.- THE MARKET

2.1.- The market of a company

2.2.- The demand of food products

SECTION 3.- CONSUMER BEHAVIOR

3.1.- Concept of consumer behavior

3.2.- Influences on consumer behavior

3.3.- The purchase decision process

SECTION 4.- THE PRODUCT AS A MARKETING VARIABLE

4.1.- Definition and typologies of product

4.2.- Product decisions

4.3.- Product portfolio

SECTION 5.- COMMERCIAL DISTRIBUTION

5.1.- Concept and functions of distribution

5.2.- Criteria to select distribution channels

5.3.- Typologies of commercial distribution

5.4.- New trends in commercial distribution

SECTION 6.- PRICE FIXING

6.1.- Price as a marketing tool

6.2.- Factors influencing on price fixing

6.3.- Price fixing methods

SECTION 7.- COMMERCIAL COMMUNICATION AND ADVERTISING

7.1.- Concept and tools of commercial communication

7.2.- Personal sale

7.3.- Sales promotions

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7.4.- Public relations

7.5.- Advertising

7.6.- Illegal advertising

SECTION 8.- BASICS OF SOCIAL MARKETING

8.1.- The social marketing approach

8.2.- Corporate social responsibility and marketing

5.4.Course planning and calendar

The schedule of the in-person classes (both theoretical and practical) will be announced to students at the beginning of the academic year through the course program. One theoretical session and one practical session will be conducted each week. The final schedule for work presentations and other evaluation activities will be announced by the professor in charge of the course through the ADD of the University of Zaragoza.

5.5.Bibliography and recommended resources

- Hoffman, K. Douglas. Fundamentos de marketing de servicios : conceptos, estrategias y casos / K. Douglas Hoffman, John E. G. Bateson . 2ª ed. México D.F. : Thomson, cop. 2002
- Santesmases Mestre, Miguel. Marketing : conceptos y estrategias / Miguel Santesmases Mestre . 6ª ed. Madrid : Pirámide, 2012
- Calomarde, José V.. Marketing ecológico / José V. Calomarde . Madrid : Pirámide : ESIC, [2000]
- Grande Esteban, Ildefonso. Marketing de los servicios / Ildefonso Grande Esteban . 4ª ed., reimp. Pozuelo de Alarcón (Madrid) : ESIC, 2007