

Academic Year/course: 2022/23

29228 - Nutrition: Communication and Marketing

Syllabus Information

Academic Year: 2022/23

Subject: 29228 - Nutrition: Communication and Marketing

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: First semester

Subject Type: Optional

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practical sessions, tutorials, autonomous work and study and exams.

4.2. Learning tasks

This course is organized as follows:

- **Lectures** (30 onsite hours + 32,5 hours of autonomous work to study the theoretical contents of the course). 1 session per week to provide the required theoretical knowledge. The teacher uses real examples in order to expose the theoretical contents, facilitating their understanding and application, as well as encouraging student participation all the time. The following contents will be addressed in these sessions:
 - UNIT 1. INTRODUCTION TO THE MARKETING CONCEPT
 - UNIT 2.- THE MARKET
 - UNIT 3.- CONSUMER BEHAVIOR
 - UNIT 4.- THE PRODUCT AS A MARKETING VARIABLE
 - UNIT 5.- COMMERCIAL DISTRIBUTION
 - UNIT 6.- PRICE SETTING
 - UNIT 7.- COMMERCIAL COMMUNICATION AND ADVERTISING
 - UNIT 8.- BASICS OF SOCIAL MARKETING
- **Practical sessions** (30 onsite hours + 32,5 hours of autonomous work to study how to apply the theoretical contents). 1 session per week. In these sessions, the presentation and discussion of problems and case studies,

preparation and presentation of assignments, discussion of current issues, commentary of readings and interactive activities will be made in groups. It is expected to accomplish these activities within the classroom, including some work in the computer room if it is necessary.

- **Tutorials** (20 hours). Students could attend face-to-face tutorials with professors of the subject in order to supervise the activities to be conducted by students, solve their doubts about the contents and/or conduct specific practical activities related to the theory contents of the course.
- **Exams** (5 onsite hours).

4.3. Syllabus

This course will address the following topics:

- **UNIT 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
- **UNIT 2.- THE MARKET**
 - 2.1.- The market of a company
 - 2.2.- The demand for food products
- **UNIT 3.- CONSUMER BEHAVIOR**
 - 3.1.- Concept of consumer behavior
 - 3.2.- Influences on consumer behavior
 - 3.3.- The purchase decision process
- **UNIT 4.- THE PRODUCT AS A MARKETING VARIABLE**
 - 4.1.- Definition and typologies of product
 - 4.2.- Product decisions
 - 4.3.- Product portfolio
- **UNIT 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
- **UNIT 6.- PRICE SETTING**
 - 6.1.- Price as a marketing tool
 - 6.2.- Factors influencing on price-fixing
 - 6.3.- Price fixing methods
- **UNIT 7.- COMMERCIAL COMMUNICATION AND ADVERTISING**
 - 7.1.- Concept and tools of commercial communication
 - 7.2.- Personal sale
 - 7.3.- Sales promotions
 - 7.4.- Public relations
 - 7.5.- Advertising
 - 7.6.- Illegal forms advertising
- **UNIT 8.- BASICS OF SOCIAL MARKETING**
 - 8.1.- The social marketing approach
 - 8.2.- Corporate social responsibility and marketing

4.4. Course planning and calendar

Calendar of onsite sessions and evaluation assessments

The calendar and programming of the theoretical and practical sessions of the subject will be announced to students through the subject program at the beginning of the course. A theoretical and a practical session will be scheduled every week. The specific dates for the different evaluation assessments will be communicated through the ADD (the online education platform of the University of Zaragoza).

Sessions will take place in the first semester of the course and both a theoretical session and a practical one will be scheduled every week. The information on timetables and locations will be available on the official website of the Faculty. The specific dates for the key activities of the subject will be set according to the academic calendar and the timetable

established by the Faculty, informing students of all these in advance (for example, through the ADD of the University of Zaragoza).

Some key dates that students must take into account when taking this course:

- Students opting for a continuous assessment:
 - Evaluation Assessment 1 (written exam): will be done within the evaluation period of final activities related to the continuous evaluation period.
 - Evaluation Assessment 2 (solving problems and cases individually): the delivery of the exercises and case studies will be made on the same day they are developed and resolved in class.
 - Evaluation Assessment 3 (group work and oral presentation): the last week of the course will be set as the deadline for delivery. That week, students must make an oral presentation of their projects too.
- Students opting for a global assessment: they must take the final test on the date defined in the official exam calendar.
- Presentation of the subject: In the first session, professors will explain in detail: the evaluation criteria to be applied, the teaching methodology to be used in the theoretical and practical sessions, and a brief introduction of the contents included in the program of the subject.
- In the practical sessions: Cases and problems must be solved in groups. These cases and problems will refer to specific topics, problems, practical cases, comments, readings and news. All these cases will be communicated in advance and the materials will be posted in the ADD of the University of Zaragoza.

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the Faculty of Health and Sport Sciences website and Moodle.

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=29228>