

ASIGNATURA DE MERCADOTECNIA DE SERVICIOS GASTRONÓMICOS BIS

1. Competences	Manage events and gastronomic services, based on logistics planning, monitoring and evaluation techniques, to meet customer requirements and contribute to the economic development of the region.
2. Four-month term	Fourth
3. Theoretical hours	24
4. Practical hours	36
5. Total hours	60
6. Total hours per week	4
7. Learning objective	The student will determine the viability of a gastronomic product or service through customer satisfaction evaluation and marketing mix to enter the gastronomic market.

Learning units	Hours		
	Theory	Practice	Total
I. Introduction to marketing	7	5	12
II. Marketing mix (7 P's)	7	17	24
III. Customer satisfaction service and evaluation in the gastronomic industry	10	14	24
Total	24	40	60

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APPROVED BY:	C. G. U. T. y P.	VALID SINCE:	September 2018	

MERCADOTECNIA DE SERVICIOS GASTRONÓMICOS BIS

LEARNING UNIT

1. Learning unit	I. Introduction to marketing
2. Theoretical hours	7
3. Practical hours	5
4. Total hours	12
5. Learning unit objective	The student will propose a target market through the segmentation of market types.

Topics	Knowledge	Skills	Values
Fundamentals of marketing.	<p>Identify the concept of marketing.</p> <p>Describe the elements of marketing: needs, desires, supply, demand, product, service, exchange, transactions, market and competitive advantage.</p> <p>Explain the importance of marketing within the gastronomic industry.</p> <p>Identify the variables of the marketing mix (7 P's).</p>		<p>Work ethic</p> <p>Honesty</p> <p>Punctuality</p> <p>Responsibility</p> <p>Communication</p> <p>Self-control</p> <p>Organized</p> <p>Systematic</p> <p>Innovative</p> <p>Analytical</p> <p>Systematic</p>
Marketing gastronomic services and products.	<p>Identify the types of markets in marketing from a geographical, consumer, service and competition point of view.</p> <p>Identify the elements for market type segmentation of gastronomic services and products.</p>	Determine types of markets and their consumption in the gastronomic industry.	<p>Work ethic</p> <p>Honesty</p> <p>Punctuality</p> <p>Responsibility</p> <p>Communication</p> <p>Self-control</p> <p>Organized</p> <p>Systematic</p> <p>Innovative</p> <p>Analytical</p> <p>Systematic</p>

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ASSESSMENT PROCESS

Learning outcome	Learning sequence	Assessment instruments
<p>From a gastronomic product or service, draft a report that includes:</p> <ul style="list-style-type: none"> - Introduction - Justification of the type of market to which it is directed. - Target market proposal. - Conclusions. 	<ol style="list-style-type: none"> 1. Understand the concept and importance of the marketing of gastronomic services and products. 2.- Understand market types in marketing. 3. Analyze the elements of marketing and its importance in the gastronomic industry. 4. Analyze the market segmentation of gastronomic services and products. 	<p>Practical case Checklist</p>

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TEACHING LEARNING PROCESS

Methods and teaching techniques	Media and teaching materials
Research Collaborative teams Group discussion	Multimedia equipment Internet Printed cases

LEARNING SPACE

Classroom	Laboratory/workshop	Company
X		

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LEARNING UNIT

1. Learning unit	II. Marketing mix (7 P's)
2. Theoretical hours	7
3. Practical hours	17
4. Total hours	24
5. Learning unit objective	The student will determine the marketing mix, for the marketing of gastronomic products and services.

Topics	Knowledge	Skills	Values
Product and Price.	<p>Explain the concepts of product and price.</p> <p>Identify the characteristics of products and services.</p> <p>Identify the variables involved in the pricing of gastronomic products and services.</p>	<p>Determine the variables of gastronomic products and services.</p> <p>Determine the prices of gastronomic products or services.</p> <p>Determine pricing policies.</p>	<p>Work ethic</p> <p>Honesty</p> <p>Punctuality</p> <p>Responsibility</p> <p>Communication</p> <p>Self-control</p> <p>Organized</p> <p>Systematic</p> <p>Innovative</p> <p>Proactive</p> <p>Analytical</p>
Place and Promotion	<p>Identify the concepts of place and promotion.</p> <p>Determine the variables of the promotion of gastronomic products and services.</p> <p>Identify strategies and means of promotion in the digital age.</p> <p>Identify the selection elements of the place in gastronomic products or services.</p> <p>Select gastronomic products and services available to the target market.</p>	<p>Determine the promotion variables of gastronomic products and services.</p> <p>Select promotion strategies according to the type of product or service and target market.</p> <p>Select gastronomic products and services available to the target market.</p> <p>Determine the selection variables of the place.</p>	<p>Work ethic</p> <p>Honesty</p> <p>Punctuality</p> <p>Responsibility</p> <p>Communication</p> <p>Self-control</p> <p>Organized</p> <p>Systematic</p> <p>Innovative</p> <p>Proactive</p> <p>Analytical</p> <p>Objective</p>

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Topics	Knowledge	Skills	Values
Processes or procedures, physical evidence, and people.	Identify the concepts of: -Processes or procedures. -Physical evidence -People. Identify the relationship of processes or procedures, physical evidence, and people in the marketing mix.	Determine the processes or procedures, physical evidence, and people required in a product or service according to the gastronomic company.	

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ASSESSMENT PROCESS

Learning outcome	Learning sequence	Assessment instruments
<p>From the gastronomic product or service already selected in unit one, draft a report containing:</p> <ul style="list-style-type: none"> - Description of the product or service characteristics. - Strategies and policies for pricing. - Description of the elements for the selection of the place. - Promotion strategies according to the product or service and the target market. - Description of process or procedure variables, physical evidence and people. - Conclusions. 	<ol style="list-style-type: none"> 1. Identify the variables and characteristics of the products or services. 2. Understand strategies and policies in pricing. 3. Understand the promotion elements 4. Understand the elements of the place. 5.- Understand the variables of processes or procedures, physical evidence and people. 	<p>Checklist Practical case</p>

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TRAINING FACILITIES

Classroom	Laboratory/workshop	Company
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LEARNING UNIT

1. Learning unit	III. Customer satisfaction service and evaluation in the gastronomic industry
2. Theoretical hours	10
3. Practical hours	14
4. Total hours	24
5. Learning unit objective	The student will evaluate customer satisfaction to establish continuous improvement strategies.

Topics	Knowledge	Skills	Values
Products and services in the gastronomic industry.	<p>Understand the concept of consumer.</p> <p>Describe the service consumer behavior types.</p> <p>Identify the basic product, complementary services and delivery process.</p>	<p>Describe the product and service offered.</p> <p>Describe the behavior of the consumer to whom the gastronomic service and product will go.</p>	<p>Work ethic</p> <p>Punctuality</p> <p>Responsibility</p> <p>Communication</p> <p>Self-control</p> <p>Organized</p> <p>Systematic</p> <p>Innovative</p> <p>Proactive</p> <p>Analytical</p> <p>Objective</p> <p>Systematic</p>
Evaluation and monitoring of customer satisfaction.	<p>Describe the concept of customer satisfaction.</p> <p>Explain the methods and instruments for measuring customer satisfaction.</p>	<p>Select methods and instruments that measure customer satisfaction according to the characteristics of gastronomic products and services.</p> <p>Evaluate customer satisfaction results of gastronomic products and services.</p> <p>Design of improvement strategies.</p>	<p>Honesty</p> <p>Punctuality</p> <p>Responsibility</p> <p>Communication</p> <p>Self-control</p> <p>Organized</p> <p>Systematic</p> <p>Innovative</p> <p>Proactive</p> <p>Analytical</p> <p>Objective</p> <p>Systematic</p>

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ASSESSMENT PROCESS

Learning result	Learning sequence	Evaluation tools and instruments
<p>From the gastronomic product or service selected in unit 1 and 2, draft a report that includes:</p> <ul style="list-style-type: none"> - Method used to measure customer satisfaction. - Instruments used to measure customer satisfaction. - Results analysis of customer satisfaction measurement. - Improvement strategies - Conclusions. 	<ol style="list-style-type: none"> 1. Understand the service consumer behavior types. 2. Identify the differences between commodity and complementary services. 3. Understand the methods and instruments for measuring customer satisfaction. 4. Interpret the evaluation results of customer satisfaction. 5. Understand improvement strategies. 	<p>Checklist Practical case</p>

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TEACHING LEARNING PROCESS

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LEARNING SPACE


Classroom	Laboratory/workshop	Company
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CAPABILITIES DERIVED FROM THE PROFESSIONAL COMPETENCES WHICH CONTRIBUTE TO THE SUBJECT

Capability	Performance criteria
Determine the service characteristics by diagnosing the requirements of the client and the operation, to offer service alternatives.	<p>Make a diagnosis for a gastronomic service that includes:</p> <ul style="list-style-type: none"> - Customer requirements: type of event number and type of people, menu, budget, duration of the event, schedule, date and location. - Types of services - Supply requirements: raw material, personnel, utensils and equipment and furniture - At least 3 service alternatives: types of service, menu and budget.
Coordinate the gastronomic service operation according to the planning of the determined logistics, tools for supervision and management of resources, to solve contingencies and meet customer requirements.	<p>Supervise a gastronomic service operation and record it in a master control, including:</p> <ul style="list-style-type: none"> - activity in process: achievement and adjustment of roles, functions and times, and control of raw material - executed activity: achievement and adjustment of the programmed activities - observations and impact
Evaluate the gastronomic service by analyzing the operation results and measuring customer satisfaction, to propose strategies for continuous improvement.	<p>Draft an evaluation report of the gastronomic service granted, which includes:</p> <ul style="list-style-type: none"> - Instruments for measuring customer satisfaction - Analysis of the master control and the results of customer satisfaction - proposals for correction and improvement

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REFERENCES

Author	Year	Title	City	Country	Publisher
Teacher Wraparound	(2014)	<i>Marketing Essentials 2012</i>	Mexico City	Mexico	Mc Graw Hill
First Year	(2013)	<i>Glencoe Marketing</i>	Mexico City	Mexico	Mc Graw Hill
Miguel Ángel Quintana	(2016)	<i>Principios de Marketing</i>	Madrid	Spain	Ediciones de Deusto
Lovelock, Christopher	(2015)	<i>Marketing de Servicios</i>	Madrid	Spain	Addison-Wesley
Teacher Wraparound	(2014)	<i>Marketing Essential,</i>	Mexico City	Mexico	Mc Graw Hill
Kotler, Philip	(2016)	<i>Fundamentos de Marketing</i>	Mexico City	Mexico	Pearson Educación
Pearson, David	(2017)	<i>Las 20 P del Marketing</i>	Mexico City	Mexico	Patria

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