

SYLLABUS

1. COURSE DESCRIPTION

Degree:	Nutrition and Dietetics
Course:	Communications and Nutritional Marketing
Module:	Hygiene, Food Safety and Quality Management
Department:	Business Management and Marketing
Academic Year:	2017-18
Term:	First
ECTS credits:	4.5
Year:	4th year
Type:	Compulsory
Language:	Spanish

Course Model:	C1	
a. Basic learning (EB):		50 %
b. Practical learning (EPD):		50 %

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2. LECTURERS

2.1. Coordinator: Beatriz Palacios Florencio

2.2. Lecturers

Name:	Beatriz Palacios Florencio
School:	School of Business Sciences
Department:	Business Management and Marketing
Area:	Marketing and Market Research
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3. TOPICS

1. THE CONCEPT AND CONTENT OF MARKETING

- 1.1. The concept of marketing
- 1.2. The content of marketing
- 1.3. The function of marketing and the economic system
- 1.4. Marketing management in the company
- 1.5. The different approaches in marketing management
- 1.6. Customer satisfaction. Transactional marketing and relationship marketing

2. STRATEGIC MARKETING PLAN

- 2.1. The process of formulating, implementing and controlling the marketing strategy
- 2.2. The marketing environment
- 2.3. Identification and analysis of competing forces
- 2.4. Delimitation of the company's market

3. COMMERCIAL DECISIONS. THE MARKETING-MIX

- 3.1. The Marketing Plan
- 3.2. The product
- 3.3. Distribution
- 3.4. Price
- 3.5. Communication

4. THE COMMUNICATION PLAN

- 4.1 Advertising
- 4.2 The promotion
- 4.3 The sales force