

Academic Year/course: 2021/22

29228 - Nutrition: Communication and Marketing

Syllabus Information

Academic Year: 2021/22

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, practice sessions, tutorials, autonomous work and study and exams.

4.2. Learning tasks

This course is organized as follows:

- **Lectures** (30 hours). 1 session per week. The teacher uses real examples in order to expose the theory contents, encouraging student participation all the time.
- **Practice sessions** (30 hours). 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 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 theory contents of the course.
- **Exams** (5 onsite hours)
- **Autonomous work and study** (65 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

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

- Students opting for 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 final evaluation: they must take the final test on the date defined in the official exam calendar.

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>