

## **29228 - Nutrition: Communication and Marketing**

### **Syllabus Information**

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**Academic year:** 2024/25

**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**

To initiate and familiarize students with the basic concepts, instruments and marketing decisions, all applied to the sector of dietetic and nutrition services and the food market. To this end, the commercial activity developed by companies that offer this type of products and services will be analysed, with special emphasis on the commercial tools that make it possible to launch new products and services to be carried out with the greatest efficiency.

### **2. Learning results**

In order to pass this subject, the students shall demonstrate they has acquired the following results:

- Demonstrate knowledge of the current situation of the food market in Spain and food market trends
- Describe the basic marketing tools applicable to the food market.
- Be able to participate in a team in the development of social and/or business marketing tactics for food products/services.
- Develop simple communication and advertising programs in the field of food and nutrition.

All of the above will be carried out in accordance with the values of ethics and good professional practices, as well as the values of democracy and respect.

To succeed in today's competitive product and service markets, organizations must be customer-oriented and understand their customers' needs in order to offer new products and services, or improvements to existing ones , that meet their wants and needs. Therefore, companies that offer dietary and nutrition services or products of a food nature, must apply marketing approaches in their management with the aim of achieving greater efficiency in the implementation of commercial strategies, but they must also achieve a greater ability to understand the situation and dynamics of the complex markets in which they operate. Thus, guided by their marketing strategies, they must design a marketing mix for their new products composed of the factors under their control: product, price, distribution and communication, but taking into account those elements that are beyond their control: the nature of the consumer, variations in demand, etc.

### **3. Syllabus**

**TOPIC 1.** Marketing concept: Introduction

**TOPIC 2.** The company's market

**TOPIC 3.** Consumer behaviour

**TOPIC 4.** The product as a marketing variable

**TOPIC 5.** Commercial distribution

**TOPIC 6.** Pricing

**TOPIC 7.** Commercial communication and advertising

**TOPIC 8.** Social marketing basics

### **4. Academic activities**

**Participative master classes:** 30 hours

Presentation of contents by the teacher, accompanied by practical examples that facilitate the understanding and application of the concepts studied

**Problem solving and case studies:** 30 hours

Practical exercises with all the students of the subject. These activities will be carried out in the classroom, including work in the computer room if necessary

**Tutorial activities and/or seminars:** 20 hours

Supervision of the work done by students, clarification of doubts about the subject, realization of specific practices . Work will be done both inside and outside the classroom.

**Autonomous work:** 65 hours

Study activities, resolution of practical activities, completion of assignments, search and analysis of information, among others.

**Assessment activities:** 5 hours

## 5. Assessment system

**First call:** two evaluation systems with the following activities:

**1. Continuous Assessment:**

- **Test 1:** individual written test (50% of the grade). Multiple-choice and practical questions.
- **Test 2:** delivery of practical activities carried out in class, although they may require autonomous work outside the classroom for their preparation or delivery (20% of the grade, minimum grade of 5 out of 10).
- **Test 3:** group work on the contents of the subject applied to a company or real case (20% of the grade the content of the work, 10% of the grade its oral presentation). The work team will be formed by a maximum of three students and its composition must be communicated to the teacher within the first two weeks of the term

**2. Global Evaluation:**

- **Global Test:** individual written test on all the contents of the subject (100% of the grade).

**Second call:** exclusively global evaluation.

**Evaluation criteria:**

- **Test 1 and Global Test:** adequacy of answers, correct use of terminology, justification of arguments.
- **Test 2:** adequacy of answers, class participation.
- **Test 3:** complexity and depth of the topic, use of information sources, quality of content, structure and coherence, written presentation, oral defence.

## 6. Sustainable Development Goals

- 5 - Gender Equality
- 8 - Decent Work and Economic Growth
- 12 - Responsible Production and Consumption