

Date	Day	Room	Time	Hours	Sum	Week	Tests and debriefing	Unit	Lesson	Topic
05/03/2024	Tue	11	9.00-11.00	2	2	1		U.1	U.1.1	Marketing: introductive concepts
05/03/2024	Tue	11	16.00-18.00	2	4	1	Food companies mission (ppt)	U.1	U.1.2	Strategic planning. Mission and vision statements
12/03/2024	Tue	11	16.00-18.00	2	6	2		U.1	U.1.3	Strategic planning. Mission and vision statements
19/03/2024	Tue	11	9.00-11.00	2	8	3		U.1	U.1.4	Strategic planning: strategies
19/03/2024	Tue	11	16.00-18.00	2	10	3	Video: Yellow Tail strategy	U.1	U.1.5	Strategic planning: strategies
26/03/2024	Tue	11	9.00-11.00	2	12	4		U.1	U.1.6	The marketing environment. Macro environment
26/03/2024	Tue	11	16.00-18.00	2	14	4	The drivers of the food systems	U.2	U.2.1	The agri-food system
02/04/2024	Tue	11	9.00-11.00	2	16	5		U.2	U.2.2	Micro environment and industry structure
02/04/2024	Tue	11	16.00-18.00	2	18	5	Description of a food chain (ppt)	U.1	U.1.7	Food supply chains
09/04/2024	Tue	11	9.00-11.00	2	20	6		U.1	U.1.8	Consumer behavior
09/04/2024	Tue	11	16.00-18.00	2	22	6	Interviews: Consumer profiling (ppt)	U.1	U.1.9	Segmentation, targeting and positioning.
16/04/2024	Tue	11	9.00-11.00	2	24	7		U.1	U.1.10	Market research: objectives and methods
16/04/2024	Tue	11	16.00-18.00	2	26	7	Intermediate test			
23/04/2024	Tue	11	9.00-11.00	2	28	8		U.2	U.2.1	Product. Product mix. Product Life Cycle. Branding.
23/04/2024	Tue	11	16.00-18.00	2	30	8	Environmental sustainability strategies	U.2	U.2.2	Product quality.
30/04/2024	Tue	11	9.00-11.00	2	32	9		U.2	U.2.3	The EU quality system.
30/04/2024	Tue	11	16.00-18.00	2	34	9		U.2	U.2.4	The EU quality system. Geographical Indications
07/05/2024	Tue	11	9.00-11.00	2	36	10		U.2	U.2.5	Price. Cost analysis. Break-even point analysis
07/05/2024	Tue	11	16.00-18.00	2	38	10	Break-even point analysis (exercises)	U.2	U.2.6	Price. Cost analysis. Break-even point analysis
14/05/2024	Tue	11	9.00-11.00	2	40	11		U.2	U.2.7	Distribution
14/05/2024	Tue	11	16.00-18.00	2	42	11		U.2	U.2.8	Distribution channels
21/05/2024	Tue	11	9.00-11.00	2	44	12		U.2	U.2.9	Promotion. Communication mix
21/05/2024	Tue	11	16.00-18.00	2	46	12		U.3	U.3.1	Promotion. Communication mix
28/05/2024	Tue	11	9.00-11.00	2	48	13		U.3	U.3.2	Business model: Sustainable Business Canvas
28/05/2024	Tue	11	16.00-18.00				Intermediate test			

