

Course Title	Marketing of catering business				
Course Code	ICUL-413				
Type of Course	Required				
Level	1 st Cycle				
Year / Semester of study	First / Fall				
Lecturer's Name	Yiannis Kouis				
ECTS	6	Lectures / week	13	Laboratories / week	0
Course Objectives	<p>The application of marketing theory to food production and sales units.</p> <p>Special reference will be made to new and prevailing market trends and developments concerning consumer preferences and consumer tastes.</p> <p>The course will cover all stages in the food chain from raw materials and supplies, the role and contribution of intermediary suppliers, the importance of efficient production to the stage of promotion and promotion of the final product. The lesson will focus on the operation of restaurants and various other food establishments.</p>				
Learning Outcomes	<p>After completing the training, trainees should be able to:</p> <ul style="list-style-type: none"> • Adapt the general marketing theory to a specialized application in food units. • Understand the differences and peculiarities between goods and services and apply service marketing. • Analyze and understand the characteristics of the food and food market and the prevailing trends. • Evaluate the structure and operation of food and raw material producers. • Evaluate the structure and function of producers of ready / packaged food. • Evaluate the structure and operation of intermediary wholesalers and skimmers. • Evaluate and understand the behavior of consumers of ready-made foods, their peculiarities and preferences, as well as new trends and sensitivities. • Carry out efficient planning and management of catering units tailored to the needs and expectations of customers. • Manage special events. • Implement customized food marketing • Understand and follow international developments in the global food market. 				

Pre-requisites	IMGT-291	Co-requisites	None
Course Content	<p><u>Specialised Marketing of Culinary Arts Units:</u></p> <ul style="list-style-type: none"> • General marketing theory analysis. • Analysis of the specificity of food units and the basic needs, wishes, preferences and customer choices. • Practical adaptation of marketing theory for successful food units. <p><u>Marketing Services:</u></p> <ul style="list-style-type: none"> • Analysis and explanation of the characteristics of the services. • Customize service features in food business mode. • Presentation and analysis of the theory of service marketing. • Customize service marketing in food units. <p><u>Market Analysis:</u></p> <ul style="list-style-type: none"> • Presentation of market research methods. • Evaluation of market research results and their adaptation to food units. • Special reference to the procurement market for suppliers, ready-made food and raw materials (producers and intermediaries) to identify and ensure expected quality and cost and on time availability. • Special reference to the competitors' market for developing an effective competitive plan by ensuring competitive advantages. <p><u>Consumer behavior:</u></p> <ul style="list-style-type: none"> • Analysis of customer behavior in food units, local and foreign visitors. • Identifying, assessing and understanding the needs, expectations, wishes, preferences and options of customers by category: ethnicity, age, seasonality, gender, economic class, special needs, religion, nutritional habits, etc. • Understanding customer sensitivities and special preferences and requirements, • Updating and appropriate adaptation for new trends and preferences in nutrition. <p><u>Effective planning and management:</u></p> <ul style="list-style-type: none"> • Determination of business missions and goals. • Develop an effective and flexible marketing plan. • Focus on market research results and consumer behavior for customized and customized programming. • Effective design implementation in food business operations 		

	<p><u>Special events:</u></p> <ul style="list-style-type: none"> • Market analysis of special events: celebrations, anniversaries, birthdays, weddings, carnival, Valentine's Day, banquets, parties, etc. • Preparing and offering attractive packages tailored to suit every need. • Identify and manage calendar differences and differences in tradition between nationalities. <p><u>Specialized Marketing:</u></p> <ul style="list-style-type: none"> • Ensure the implementation of effective service marketing. Design and continuous assessment with appropriate adjustments. • Urgent internal marketing (Internal Marketing - in addition to service marketing). <p><u>International developments:</u></p> <ul style="list-style-type: none"> • Continuous updating and evaluation of international developments in the food market. • Early identification of opportunities for exploitation (eg healthy Mediterranean cuisine) and threats to deal with (eg SARS, mad cow disease). • Evaluation of demand for attraction of national sports teams and the corresponding development of special sports nutritional plans.
Teaching Methodology	<ul style="list-style-type: none"> • Lectures, examples, classroom exercises • Analysis of case studies in the classroom • Educational visits to units
Bibliography	<p>Required:</p> <ul style="list-style-type: none"> • Belonax J. Food Marketing Prentice Hall 0536017549(Τελευταία έκδοση) • Σημειώσεις Εκπαιδευτή <p>Suggested:</p> <ul style="list-style-type: none"> • Schaffner D Food Marketing and Management Mc Graw-Hill (τελευταία έκδοση) 0072952881 • Kaynak E Cross-National and Cross- Cultural Issues in Food Marketing Wiley (τελευταία έκδοση) 0789009811 • Shock.P Restaurant Marketing for Owners and Managers Wiley (τελευταία έκδοση) 0471226270 • Barringer A. Grassroots Marketing for the Restaurant Industry Writers Club (τελευταία έκδοση) 0595223184
Evaluation	Class participation, tests, homework and final examination.
Language	Greek

