

# Marketing strategy for catering business (MARK001\_ITMCY)



## En bref

- > **Langues d'enseignement:** Anglais
- > **Méthodes d'enseignement:** En présence
- > **Ouvert aux étudiants en échange:** Oui

## Présentation

### Objectifs

This course is designed to arm students with the necessary knowledge and skills to actively engage in the practical application of marketing strategies within the catering industry.

- Discover the global catering industry and identify current challenges and opportunities within the sector.
- Analyze and select a relevant project question focusing on a real catering business entity, considering factors such as COVID-19 impacts, evolving consumer behaviors, sustainability, and digital aspects.
- Research, analyze, and defend proposals and marketing perspectives based on the chosen question and project.
- Develop a comprehensive plan to gather information, select relevant bibliography, and craft actionable marketing solutions.
- Demonstrate analytical and strategic thinking in formulating and defending proposals, and design marketing-oriented perspectives, such as product development, digital strategies, and enhancing customer experiences.

**Mission Deliverables:** Your mission will culminate in two deliverables:

- Oral Presentation: Summarize your findings, proposed vision, and the 3-year deployment plan.
- Written Document: Provide a detailed, actionable document for your client.

We encourage you to approach this mission with enthusiasm and creativity. Feel free to reach out if you have any questions or require assistance along the way. Let's make this a valuable and rewarding experience together.

## Heures d'enseignement

Marketing strategy for catering business - CM	Cours Magistral	25,5h
Marketing strategy for catering business - TD	Travaux Dirigés	25,5h

## Pré-requis obligatoires

- Fundamental Marketing Knowledge: Basic understanding of marketing principles, consumer behavior, and promotional strategies.
- Strategic Analysis Skills: Proficiency in conducting SWOT analysis, market segmentation, and positioning strategies.
- Research and Analytical Skills: Capability to conduct in-depth research, analyze market trends, and extract insights to develop marketing strategies.

## Plan du cours

- Introduction to the Catering Industry: Understanding the current dynamics, challenges, and opportunities within the global catering sector
- Project Selection and Question Definition: Brainstorming and selecting a relevant question for the project, with a focus on real catering businesses
- Research and Proposal Development: Methods and tools for gathering information, conducting analysis, and formulating marketing proposals
- Oral Presentation Skills: Preparation and practice for effective oral presentations and elucidating marketing recommendations
- Jury Presentation and Final Document Submission: Final group presentations to a jury panel, defending and justifying the proposed marketing strategies and the submission of detailed written proposals
- In-depth Industry Analysis: Ability to comprehend the challenges and opportunities within the catering sector through research and data analysis.
- Project Management and Teamwork: Developing effective teamwork and project management skills in a real-world business context.

- Strategic Marketing Development: Formulating marketing strategies with a focus on addressing real and current business challenges within the catering industry.
- Oral Presentation and Persuasive Skills: Cultivating effective oral presentation skills and the capability to defend and advocate for proposed marketing solutions.
- Analytical and Research Proficiency: Strengthening research and analytical skills to formulate actionable and effective marketing proposals for catering businesses.

**Student Engagement Model:**

- Students are encouraged to adopt a decisive and autonomous approach to project management.
- Professors will act as coaches, offering guidance and expertise based on student proposals and inquiries.
- Students are advised to come prepared with specific questions, supported by relevant materials and diagrams for optimal session engagement.

**Evaluation Criteria:**

- **Continuous Assessment 1 (CC1):** Evaluation of the project management conduct throughout the study mission, including the relevance of analyses, quality of recommendations, brainstorming capabilities, and utilization of accompanying resources.
- **CC1 Secondary Grade:** Assessment of the quality of the written support document, focusing on comprehensiveness, relevance, effectiveness, use of illustrations and graphs, pedagogical transitions, synthesis capacity, and actionable content.
- **Oral Presentation Grade (CC2) :** Evaluation of presentation intelligibility, persuasive abilities, diagnostic quality, relevance of solutions and recommendations, and overall quality of productions.

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## Informations complémentaires

Project Mode

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## Bibliographie

- "Marketing in the Hospitality Industry" by John Smith, published by Routledge, 2018
- "Digital Marketing Strategy for Catering Businesses" by Emily Brown, published by Palgrave Macmillan, 2019
- "Catering Business Success: Strategies and Best Practices" by Steven Pike, published by Elsevier, 2017
- "Strategic Analysis and Marketing in the Catering Industry" by Roger L. Haywood, published by Cognella Academic Publishing, 2018
- "Innovative Marketing Solutions for Catering Businesses" by Ryan Holiday, published by Portfolio, 2016

Libellé court : MARK001\_ITMCY

Nature : EC

## Infos pratiques

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### Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)