

Postgraduate Certificate

Marketing in the Food Industry





Postgraduate Certificate

Marketing in the Food Industry

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/nutrition/postgraduate-certificate/marketing-food-industry

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01

Introduction

E-commerce, social networks and data analytics are elements that have helped the Marketing area of companies to optimally implement their strategies and reach more markets. In the case of the Food Industry, the alternatives to be applied to improve positioning and increase sales of the products to be promoted must be carried out by experts who have a very specific view of the consumer's needs. With this in mind, TECH has designed this degree with the objective of providing participants with a broad vision of current food market conditions and consumer behavior. All this, 100% online, a benefit that will allow them to have greater control over their time.



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Do you want to be part of the best professionals in the Food Industry? Start this program and you'll get it done in no time”

In a highly competitive market, companies need professionals trained in Marketing, since they will create effective strategies that meet the needs of consumers and allow the company to grow within the industry. For this reason, this Postgraduate Certificate program seeks to meet this demand and provide participants with the necessary tools to meet the challenges of this sector.

During the program, students will have the opportunity to learn the most important marketing concepts and develop advanced skills to apply optimal strategies. In addition, aspects related to market segmentation and the development of effective advertising campaigns will be studied, so that the student will know in depth the purchasing characteristics of their target audience and focus efforts to meet their needs.

Students will also learn about the social aspects that influence consumption decisions, an element that will allow them to more easily apply the correct strategy to the market segment that has been defined. With this, students will strengthen their skills and will be able to adapt to changes in the food industry.

This program is taught through the innovative Relearning methodology, which allows 100% online study, giving students the flexibility to study from anywhere and at the time that best suits them. In addition, students will have access to multimedia resources 24 hours a day, allowing them to study at their own pace. In addition, through the analysis of practical cases, students will develop problem-solving skills by facing simulated situations in a realistic environment.

This **Postgraduate Certificate in Marketing in the Food Industry** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The development of practical case studies presented by experts in Marketing in the Food Industry in the Food Industry
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection



A Postgraduate Certificate that will allow you to stand out professionally in the Food Industry”

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At your own pace, learn the most efficient techniques to understand consumer behavior and thus carry out strategies that meet their needs”

The Relearning methodology will be your best ally so that you can consolidate with greater mastery the concepts of Marketing.

The multimedia resources of this program will allow you to experience a dynamic and complete learning experience.

The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

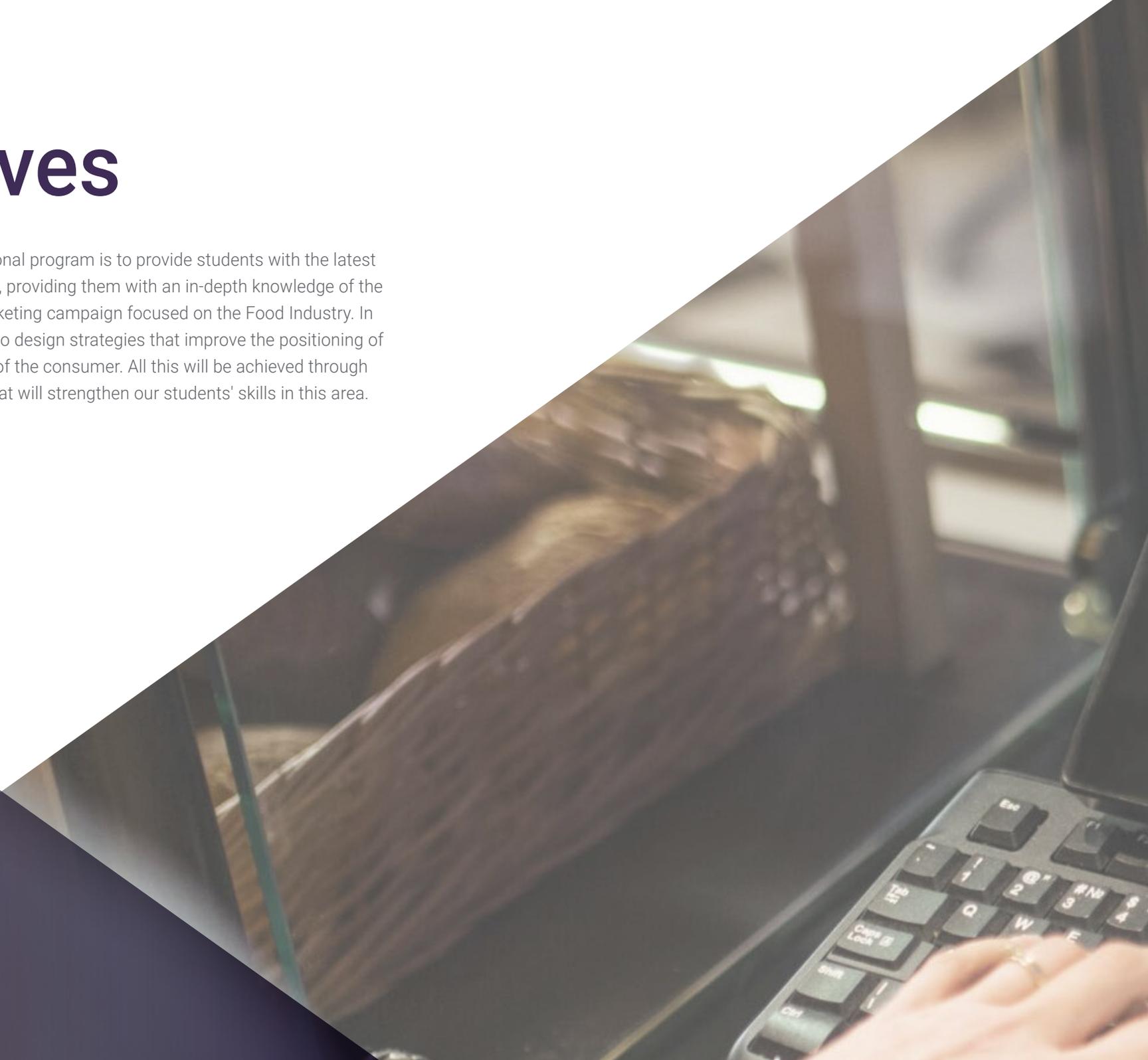
Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.



02 Objectives

The main objective of this educational program is to provide students with the latest developments in the Food Industry, providing them with an in-depth knowledge of the practical aspects of running a Marketing campaign focused on the Food Industry. In this way, our students will be able to design strategies that improve the positioning of the company and meet the needs of the consumer. All this will be achieved through the study of multimedia content that will strengthen our students' skills in this area.





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Explore best practices in healthy and sustainable food marketing, in order to adapt your strategy to current market trends”



General Objectives

- Control the mathematical, statistical and economic aspects involved in food businesses.
- Analyse trends in food production and consumption.
- Appreciate and recognize the sanitary and preventive importance of cleaning, disinfection, disinsecting and pest control programs in the food chain
- Scientific and technical advice on foodstuffs and foodstuff development





Specific Objectives

- ♦ To know and understand the concepts, tools and logic of marketing as a business activity inherent to food production
- ♦ Learn how to make decisions related to product marketing such as finding marketing opportunities, designing strategies and actions necessary to successfully market food products
- ♦ Knowledge of market analysis procedures and consumer behavior to advise companies in the development of new foods
- ♦ Design and application of different product tests applied to food to predict the behavior of the target population



Prepare yourself with this Postgraduate Certificate program and boost your career in the exciting world of Marketing within the food industry”



03

Structure and Content

The curriculum of this Postgraduate Certificate program has been created by experts of great trajectory in the Food Industry, with the objective of offering our students a first class education. Thus, participants will have the opportunity to acquire specialized knowledge in the creation of marketing strategies and in the research of markets and their consumers. This will be achieved through the study of multimedia resources and the analysis of case studies, which will allow our students to develop outstanding professional skills in this field.



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Design the best marketing strategies to stand out in the food industry and conquer the market, thanks to this degree”

Module 1. Marketing and Consumer Behavior

- 1.1. Concept and function of marketing in the company
 - 1.1.1. Concept and Nature of Marketing
 - 1.1.2. The Marketing Process
 - 1.1.3. Energy Markets
 - 1.1.4. Evolution of business approaches to the marketplace
 - 1.1.5. Evolution and current trends in Marketing
- 1.2. Consumer behavior in relation to foods
 - 1.2.1. Nature and scope of the study of consumer behavior
 - 1.2.2. Factors Influencing consumer Behaviour
 - 1.2.3. The Process in Purchasing Decisions
 - 1.2.4. The organizational purchasing process
- 1.3. Food market research
 - 1.3.1. Concept, objectives and types of marketing research
 - 1.3.2. Sources of Marketing Information
 - 1.3.3. The Commercial groups Process
 - 1.3.4. Trade groups Instruments
 - 1.3.5. Markets and customers: segmentation
- 1.4. Marketing decisions related to food as a commercial product
 - 1.4.1. Food as products, characteristics, and classification
 - 1.4.2. Decisions on food products
 - 1.4.3. Brand decisions
- 1.5. Development and commercialization of novel foods
 - 1.5.1. New Product Strategy Development
 - 1.5.2. Stages in Communication Development
 - 1.5.3. Management of a new product
 - 1.5.4. Marketing policies throughout the product life cycle



- 1.6. Administration and pricing policies
 - 1.6.1. Pricing, approach to the concept
 - 1.6.2. Pricing Policies
 - 1.6.3. New product pricing strategies
 - 1.6.4. Pricing a mix/portfolio of products
 - 1.6.5. Pricing strategies
- 1.7. Communication with the market
 - 1.7.1. The role of marketing communications
 - 1.7.2. Communication Tools
 - 1.7.3. Development of effective communication
 - 1.7.4. Factors in establishing the communication mix
- 1.8. Food distribution
 - 1.8.1. Introduction
 - 1.8.2. Decisions regarding channel design
 - 1.8.3. Decisions related to channel management
 - 1.8.4. Integration and Channel Systems
 - 1.8.5. Changes in the Organization of Channel
- 1.9. Consumer Decision Process
 - 1.9.1. Stimulus and market characteristics and their relationship to the consumer decision
 - 1.9.1.1. Extensive, limited and routine purchasing decisions
 - 1.9.1.2. High-involvement and low-involvement purchase decisions
 - 1.9.1.3. Buyer typology
 - 1.9.2. Recognition of the problem: concept and influencing factors
 - 1.9.3. The search for information: concept, types, dimensions and determining factors of the search process
 - 1.9.4. The evaluation of information: evaluation criteria and evaluation strategies or decision rules
 - 1.9.5. General aspects of brand choice
 - 1.9.5.1. The choice of the establishment
 - 1.9.5.2. Post-Purchase Processes
- 1.10. The social dimension in the consumer buying process
 - 1.10.1. Culture and its influence on consumers: dimensions, concept, and characteristics of culture
 - 1.10.2. The value of consumption in Western cultures
 - 1.10.2.1. Social strata and consumer behavior: concept, characteristics and measurement procedures
 - 1.10.2.3. Lifestyles
 - 1.10.3. Groups: concept, characteristics and types of groups
 - 1.10.3.1. The influence of the family on purchasing decisions
 - 1.10.3.2. Types of family purchasing decisions and factors influencing the family decision process
 - 1.10.3.3. The family life cycle



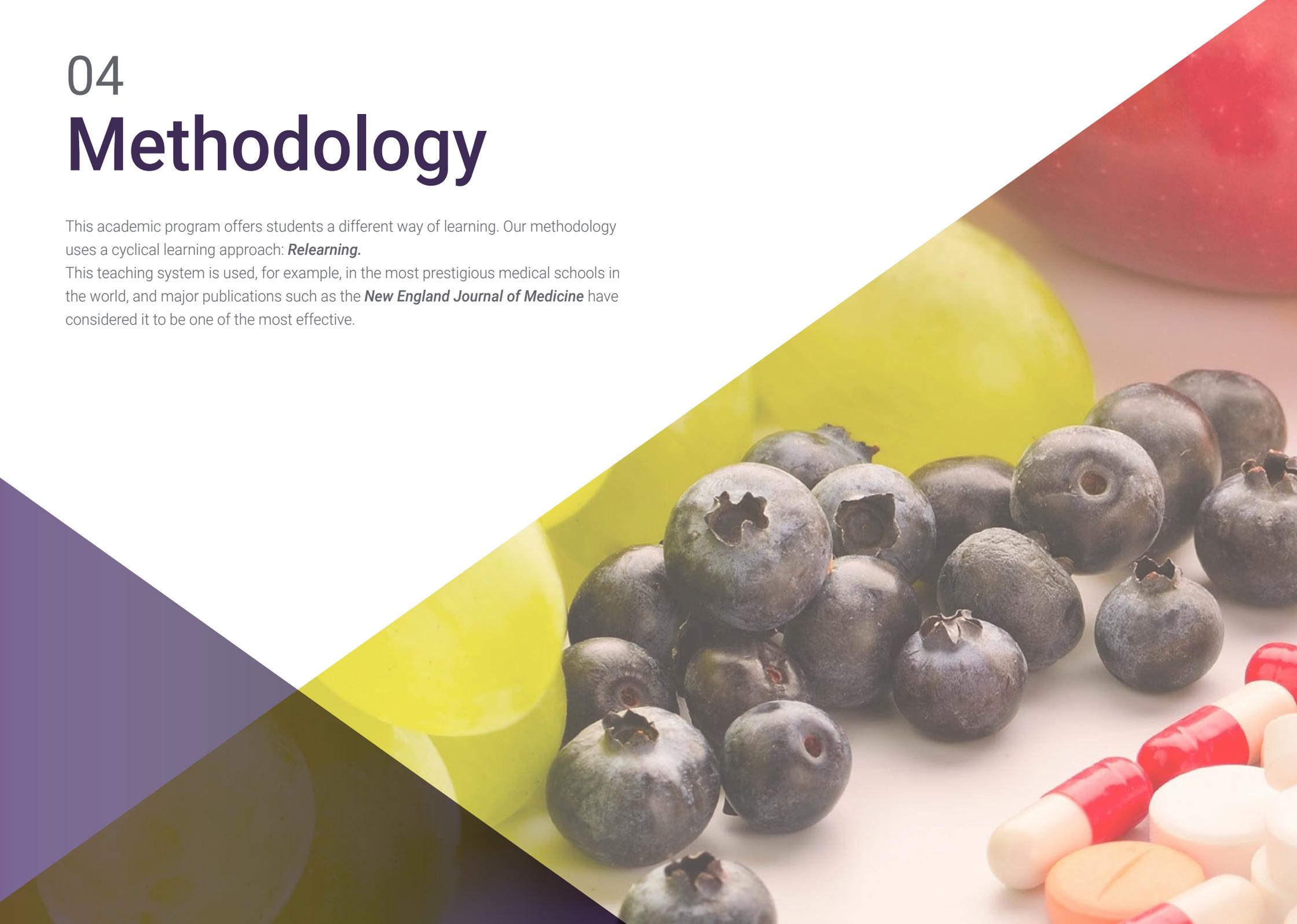
You have the motivation to grow in your professional field and TECH will provide you with the tools to achieve it. Don't wait any longer and start now"

04

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





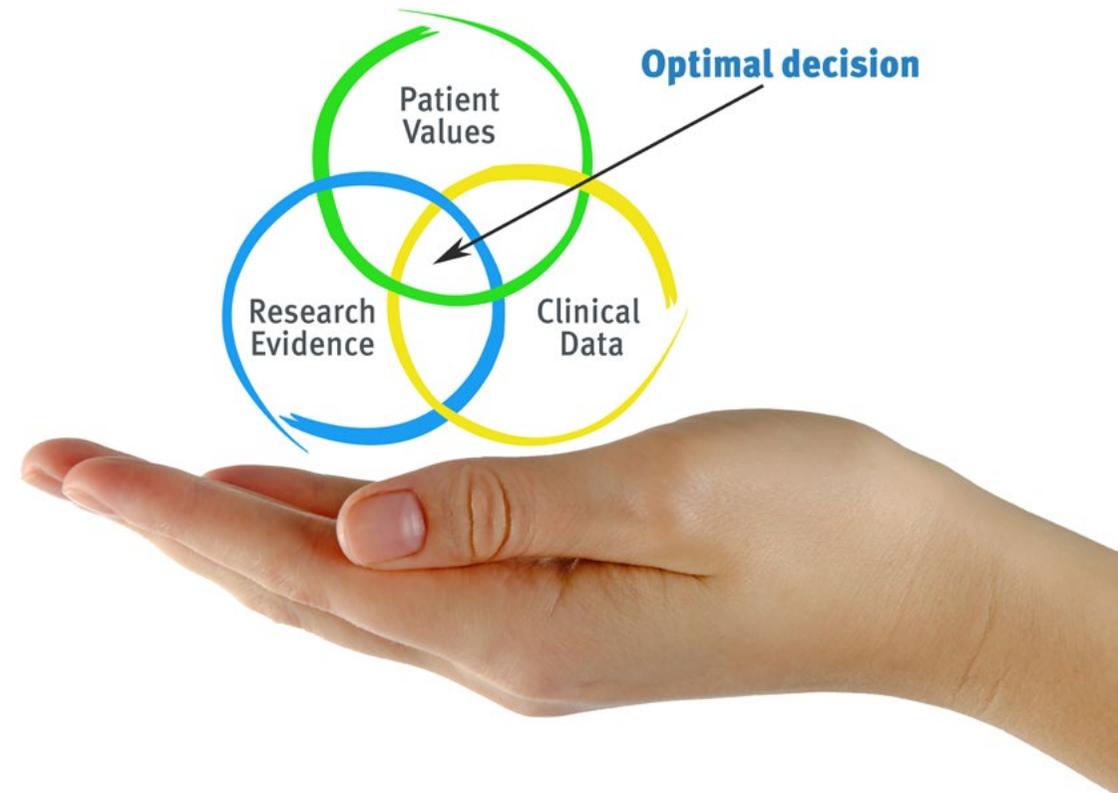
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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

With TECH, nutritionists can experience a way of learning that is shaking the foundations of traditional universities around the world.



According to Dr. Gervas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions of professional nutritional practice.

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Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”

The effectiveness of the method is justified by four fundamental achievements:

1. Nutritionists who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity through exercises to evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the nutritionist to better integrate knowledge into clinical practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

The nutritionist will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 45,000 nutritionists have been trained with unprecedented success in all clinical specialties regardless of the surgical load. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Nutrition Techniques and Procedures on Video

TECH brings students closer to the latest techniques, the latest educational advances and to the forefront of current nutritional counselling techniques and procedures. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



Interactive Summaries

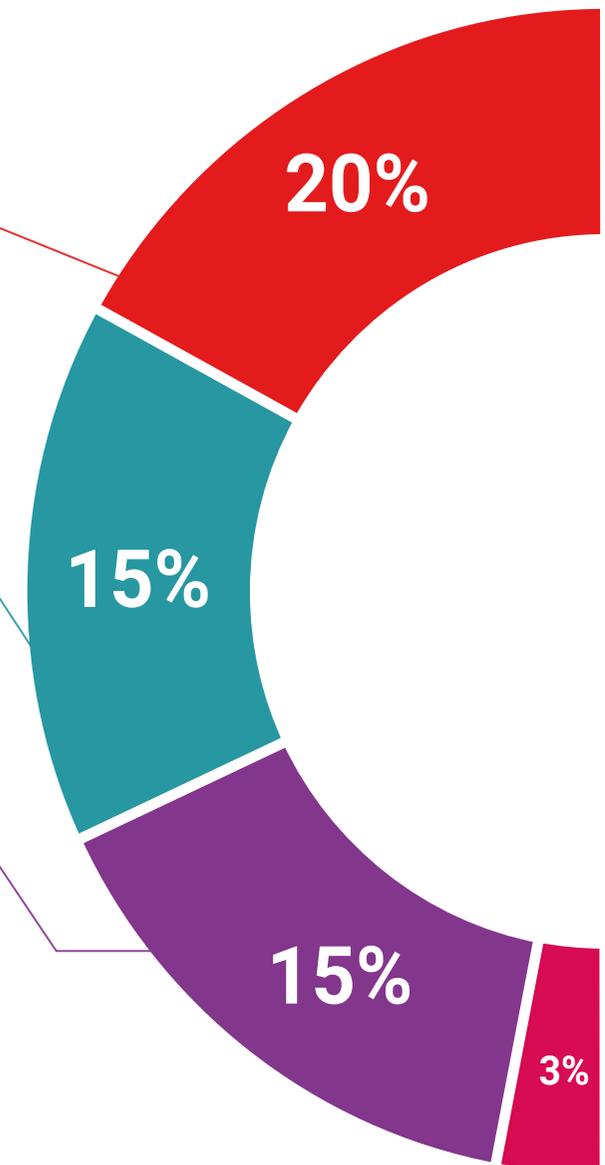
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

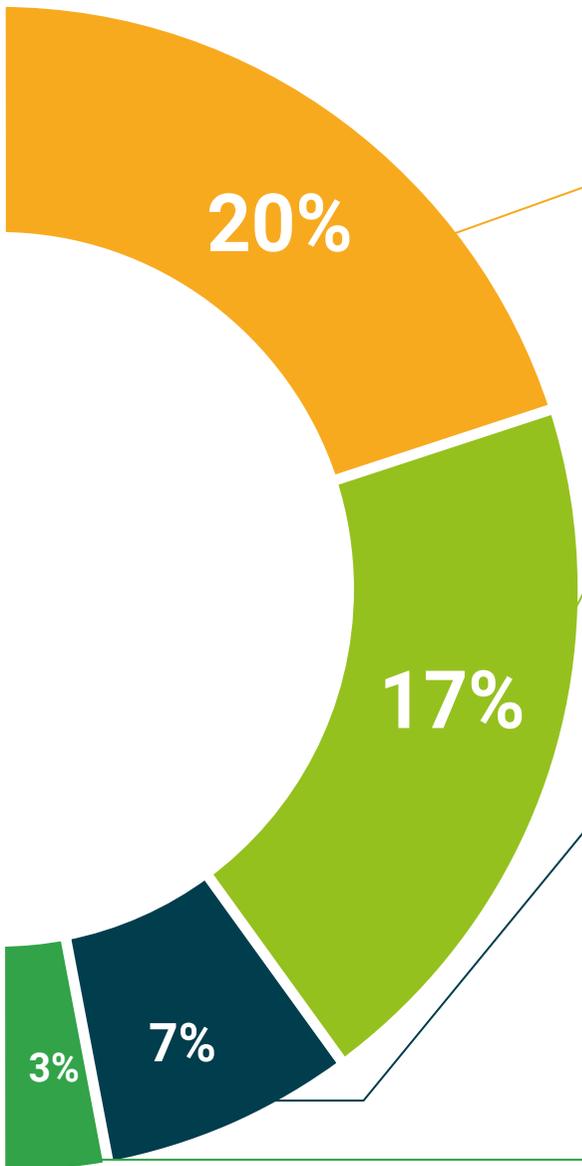
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



05 Certificate

The Postgraduate Certificate in Marketing in the Food Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





*Successfully complete this program
and receive your university qualification
without having to travel or fill out
laborious paperwork"*

This **Postgraduate Certificate in Marketing in the Food Industry** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Marketing in the Food Industry**

Official N° of hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom

tech technological
university

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Marketing in the
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