



Eskişehir Osmangazi University
Faculty of Tourism
Gastronomy and Culinary Arts Course Information Form

Term	Fall						
COURSE CODE	271213012	COURSE NAME	Marketing in Food and Beverage Businesses				
SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	Credits	ECTS	Type	Language
III	2	0	0	2	4	CORE (X) ELECTIVE ()	Turkish
COURSE CATEGORY							
Supportive Courses	Basic Vocational		Proficiency/Field	Human, Communication, and Management Skills		Transferable Skills	
	X						
ASSESSMENT CRITERIAS							
DURING TERM	Activity			Number		Percentage (%)	
	I. Mid-Term			1		40	
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
FINAL EXAM				1		60	
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT				All aspects of food and beverage marketing and sales operations are covered, focusing on marketing, marketing mix, marketing plan development, market segmentation and positioning, and social media marketing.			
COURSE OBJECTIVES				To teach students theoretical knowledge about the marketing strategies used in the food and beverage industry and how they can act in line with the marketing mix by understanding the customer profile and communication.			
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING				Students taking this course know, develop and apply general knowledge about marketing, especially food and beverage businesses or gastronomy businesses.			
COURSE OUTCOMES				Defines the concept of marketing, understands the marketing mix elements and their characteristics, and gains skills in market segmentation studies and marketing research in the gastronomy sector.			
TEXTBOOK(S)				İsmet Mucuk Pazarlama İlkeleri İsmet Mucuk Yiyecek İçecek Pazarlaması Şevki Ulema Yiyecek İçecek İşletmelerinde Pazarlama Burhanettin Zengin			
SUPPORTIVE RESOURCES							
EQUIPMENTS REQUIRED							

COURSE OUTLINE	
WEEK	SUBJECTS
1	Marketing Concept and Historical Development
2	Marketing Environment in Food and Beverage Businesses
3	Product and Price in Food and Beverage Businesses
4	Distribution and Promotion in Food and Beverage Businesses
5	Physical Evidence and Process in Food and Beverage Businesses
6	People in Food and Beverage Businesses
7	Consumer Behavior in Food and Beverage Businesses
8	Market Segmentation and Positioning in Food and Beverage Businesses
9	Marketing Planning in Food and Beverage Businesses
10	Brand and Branding Studies in Food and Beverage Businesses
11	Marketing Communication in Food and Beverage Businesses
12	Digital Marketing in Food and Beverage Businesses
13	Social Responsibility Practices in Food and Beverage Businesses
14	Current Marketing Examples in Food and Beverage Businesses
15/16	Final Exam

No.	OUTCOMES	3	2	1
1	Knows and applies concepts, principles and theories in the field of gastronomy and culinary arts.		X	
2	Have knowledge about nutrition principles and food science.			X
3	Demonstrates reading, comprehension, speaking and writing skills in a second foreign language at least at the European Language Portfolio B2 general level.			X
4	Communicates effectively in writing, verbally and non-verbally and demonstrates presentation skills.			X
5	Defines, analyzes, synthesizes and evaluates information and data in the field of tourism and gastronomy.			X
6	Knows and applies management theories and practices that can effectively manage a food and beverage business, and acquires entrepreneurial skills.		X	
7	Knows social and professional ethical values, evaluates them from a critical perspective and develops appropriate behavior.			X
8	Uses both basic and field-related information and communication technologies and software at an advanced level.			X
9	Gain knowledge about the basic concepts, theories, principles and facts in the field of business and economics.		X	
10	Have knowledge about national and international cuisines and apply them.			X
11	Knows and applies food and beverage cost control, menu planning and pricing.		X	
12	Knows all processes related to food and beverage production, from the purchasing stage to the presentation stage, and solves any problems that may arise during these processes.			X
13	Knows and applies national and international legal regulations, professional standards, occupational safety and worker health principles related to the field of work.			X
14	Knows and applies classical and modern production techniques in the field of food and beverage.			X
15	Evaluates food and dishes within the framework of history, geography, culture and nutritional sciences.			X
1:Never. 2:Few. 3:Many.				

Instructor Name : Doç. Dr. Mehmet Sedat İPAR