



| Course Information | | | | | |
|--|---|------------|--------------------------------------|-------------------------|--------------------------------------|
| Code: | RER51027 | Course: | GASTRODIPLOMACIA Y FOOD MEDIA | | |
| Coordination Area / Program: | FAC. HTG GASTRONOMIA | | | Mode: Presencial | |
| Credits: 03 | Tipo de hora | Presencial | Virtual | H. Totales | Autonomous Learning Hours: 96 |
| | H.Teoria | 40 | 0 | 40 | |
| | H.Práctica | 28 | 0 | 28 | |
| | H.Laboratorio | 0 | 0 | 0 | |
| Period: 2024-02 | Start date and end of period: del 19/08/2024 al 08/12/2024 | | | | |
| Career: GESTIÓN E INNOVACIÓN EN GASTRONOMÍA | | | | | |

| Course Pre-requisites | | |
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| Code | Course - Credits | Career |
| FC-GAS OPERA-B2 | OPERACIONES Y SERVICIO DE ALIMENTOS Y BEBIDAS | GEST-INNOV-GASTRON |

| Course Coordinators | | | |
|----------------------------------|------------------------|-----------------|--------------|
| Surname and First Name | Email | Contact Hour | Contact Site |
| FERREYROS VERME, GIANNINA ANDREA | gferreyros@usil.edu.pe | 9:00AM - 5:00PM | Facultad HTG |

| Instructors |
|--|
| You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers . |

| Course Overview |
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| <p>Theoretical-practical course that highlights the importance of the creation of a country's brand, based on Gastronomy as a diplomatic means. It is in this context that national identity, culture, and the biodiversity of traditional food preparations play a fundamental role in promoting a nation's gastronomic culture at the international level.</p> <p>During the course, the role of integrated marketing communications in the gastronomic sector (Food Media) and its influence on the construction of a coherent promotional strategy at the country level in the global market is deepened. Cases of emblematic gastronomic brands such as France and Japan will be reviewed, in contrast to the process of building a gastronomic brand in Peru.</p> <p>At the end of the course, the student will be able to handle the main elements of Gastrodiplomacy and marketing communications in the development of a brand that promotes the culinary culture of a country. The creditable product is a final project where what has been learned in a gastronomic business will be applied.</p> |

| Professional and/or General Competencies | | | |
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| Career/Program | Acronym/ Name of the Competition | | |
| Gestión e Innovación en Gastronomía | CP1 Gastronomic Management and Technology | N2 Interprets sector-specific cases to assess the feasibility of gastronomic projects according to different multicultural environments | |
| Gestión e Innovación en Gastronomía | CP2 Development of gastronomic products and services | N2 Analyzes and applies gastronomic products or services for the optimization of resources | |

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| | | and fulfillment of objectives in multidisciplinary working groups. | |
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| General Course Result | Unit Result |
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| At the end of the course, the student creates a gastronomic project at the country level in a global market, applying gastro diplomacy, comprehensive marketing communication, and promoting culinary culture with responsibility and ethics. | 1. At the end of the unit, the student applies comprehensive marketing communication by relating the gastronomic sector with creativity. |
| | 2. At the end of the unit, the student formulates a promotional strategy at the country level, considering the global market with coherence. |
| | 3. At the end of the unit, the student promotes the culinary culture of a country by linking gastro diplomacy and marketing with ethics. |

| Development of activities | | |
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| Unit Result 1: <i>At the end of the unit, the student applies comprehensive marketing communication by relating the gastronomic sector with creativity.</i> | | |
| Session 1: <i>At the end of the session, the student outlines a timeline of Food studies through an infographic, with clarity.</i> | | Semana 1 a 3 |
| Learning Activities | Contents | Evidence |
| Develop questions: action, vision, mission, projection, passion in gastronomy through a collage. Relate Food studies to the development of Food media by considering videos through a timeline. It analyzes the concept of food media in Peru and Latin America through a Forum. | Food media and its history. Food Media with strategic opportunities actions and the promotion of gastronomy Food Studies and its importance in gastronomic development | Infographic Poster on the Food Studies Timeline |
| Session 2: <i>At the end of the session, the student creates a digital portfolio considering the process of Food styling and Food photography with ethics.</i> | | Semana 4 a 6 |
| Learning Activities | Contents | Evidence |
| Identify the important and salient points for the development of Food Styling through videos. Identify the use of Food Media within gastronomy through the evaluation of food photos. Relate the articles of the Code of Tourism Ethics considering the topics of the course through an infographic. | Food styling sequence for food photography in salads, soups, canapés and boards Food Media within gastronomy. Tourism Code of Ethics – TedQual Certification | Portfolio digital de Food styling y Food photography Infographic. Evaluation 1 |
| Unit Result 2: <i>At the end of the unit, the student formulates a promotional strategy at the country level, considering the global market with coherence.</i> | | |
| Session 3: <i>At the end of the session, the student proposes a pre-marketing project based on digitalization, food media, and gastrodiplomacy</i> | | Semana 7 a 9 |
| Learning Activities | Contents | Evidence |
| Identify previous knowledge in Food and marketing through a forum. Compare examples of Food trends and features through digital tools Identify the evolution of the kitchen to digital platforms through a concept map. Relate Food media and marketing as | Local Food Media, its trends and characteristics Gastronomic environments Digitalization and marketing in food Evolution from cooking to digital platforms Work schedule for the project proposal. | Marketing proposal based on digitalization, "Food media" and Gastrodiplomacy. Evaluation 2 |

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| communication tools in gastro diplomacy through digital tools | | |
| Session 4: <i>At the end of the session, the student relates the terminology to present a table based on segmentation, organization and classification, and promotional strategy in an A&B marketing project.</i> | | Semana 10 a 13 |
| Learning Activities | Contents | Evidence |
| Apply food and beverage marketing planning strategies through case studies. Research the psychology of food by considering segmentation and product marketing through a table. | Introduction to Marketing in A&B. Product and Market Strategies in F&B marketing planning at the country level. Psychosociology of food Market segmentation, variables, and criteria. | Table with graphs on emotions and food, indicating segmentation and suggested marketing product |
| Unit Result 3: <i>At the end of the unit, the student promotes the culinary culture of a country by linking gastro diplomacy and marketing with ethics.</i> | | |
| Session 5: <i>At the end of the session, the student promotes the culinary culture of a country by linking gastrodiplomacy and marketing with ethics.</i> | | Semana 14 a 16 |
| Learning Activities | Contents | Evidence |
| She applies food media gastrodiplomacy and marketing resources to F&B through a research project. Identify the marketing mix through a digital tool. Categorize the best publications through digital resources. Promote culinary culture through an elevator pitch. | Marketing and Service Marketing Food media profiles: Rest. Reviews, chef profiles, food trends, and food history samples (Videos – Publications) Personal Marketing | Evaluation 3 Presentation and support of the Final Creditable Product. |

| Methodology |
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| The course will be developed based on the following methodologies: The course will be developed based on the following methodologies: Collaborative Learning, Content Learning, Participatory Learning, and Active Method. |
| The methodologies indicated will be used for the development of the course in face-to-face mode. |

| Assessment System | | | | |
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| Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam. | | | | |
| The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals. | | | | |
| Type Evaluation | %Weighing | Observation | Week Assessment | Rezag. |
| Evaluación Permanente | 60% | | | |
| Promedio de Actividades | 50% | | Semana 15 | No |
| Promedio de Prácticas | 50% | | | |
| Práctica 1 | 30% | | Semana 5 | No |
| Práctica 2 | 30% | | Semana 8 | No |
| Práctica 3 | 40% | | Semana 14 | No |
| Evaluación Final | 40% | Creditable product. | Semana 16 | No |

| Attendance Policy | |
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| Total Percentage Absences Permitted | 30% |

Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

Basic Required Reading

- [1] Gonzales Arica, Guillermo (2015). *Manual de la diplomacia gastronómica* /. (1a ed.). [s.n.],.
[2] Gonzáles Arica, Guillermo. (2016). *Puntos de encuentro: diplomacia gastronómica, espacios públicos y cocina fusión* /. (1a ed.). [s.n.],.
[3] Reid, Robert D., (2017). *Hospitality marketing management* /. (6th ed.). John Wiley & Sons, Inc.,.

References Supplementary

- [1] Organización Mundial del Turismo (2001). *Código ético mundial para el turismo* /. OMT,. .
[2] Alkon, A., (2018). *Anthony Bourdain, Gastrodiplomacy and the sociology of food*.
<https://thesocietypages.org/socimages/2018/06/11/anthony-bourdain-gastrodiplomacy-and-the-sociology-of-food/>
[3] CPD (2015). *Eight great Gastrodiplomacy Nations*.. <https://uscpublicdiplomacy.org/story/eight-great-gastrodiplomacy-nations>
[4] Sloan, Philip (2017). *Sustainability in the hospitality industry : principles of sustainable operations* /. (3th ed.). Routledge,.
[5] Jorgensen, Amy S. (2003). *Restaurant marketing & advertising : for just a few dollars a day* /. Atlantic Publishing Group,.

| Prepared by: | Approved by: | Validated by: |
|---------------------------------------|-------------------------------------|----------------------------------|
| FERREYROS VERME, GIANNINA ANDREA / | ZUBIETA ZAMUDIO, SANDRA MERCEDES | Office of Curriculum Development |
| Date: 16/07/2024 | Date: 25/07/2024 | Date: 02/08/2024 |