

Postgraduate Diploma

Marketing and Business Management in the Food Industry





Postgraduate Diploma Marketing and Business Management in the Food Industry

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/nutrition/postgraduate-diploma/postgraduate-diploma-marketing-business-management-food-industry

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01

Introduction

The Food Industry has grown in importance in recent decades thanks to marketing strategies that have been able to create, through emotions, a need for the consumption of products with greater or lesser nutritional value. New communication and information technologies, innovation in packaging and sales concepts continue to revolutionize the sector. Faced with this transformation scenario, the nutrition professional needs to be aware of the latest developments in this field for the proper management of food companies. This is why this academic institution has designed a 100% online program, which allows the specialist to learn about the latest developments in consumer behavior, the development of new processes, as well as the latest trends in product testing. All this in addition to multimedia content developed by experts in the sector.





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This Postgraduate Diploma provides you with the latest information on Marketing applied to the Food Industry. Access it, whenever and wherever you want”

Food videos posted on YouTube, the promotion of products through influencers in different social networks, combined with traditional sales techniques are currently among the marketing trends in the food industry. However, innovation and improvement of flavors, textures or the quality of the food itself remain a key factor in the success of the sector.

A field in constant transformation, which in turn seeks to launch new products with properties that promote people's health. Given this scenario, there is no doubt that the nutrition professional must be aware of all the new developments in order to create the most appropriate nutritional plan for their patients or to advise companies in the sector. That is why TECH has designed this Postgraduate Diploma in Marketing and Business Management in the Food Industry, which will take you over a period of 6 months, to delve into the latest developments in market research methods, control techniques and process and product optimization or the influence of advertising on the purchasing decision.

All this will be possible thanks to the pedagogical tools that are part of this program, which will allow you to delve in a much more dynamic and visual way into the behavior of consumers in relation to food, the use of the marketing mix or the best strategies for pricing. The case studies provided by the specialists who teach this program will bring you closer to situations that will be of great use and direct application in your daily practice.

This academic institution offers, therefore, an excellent opportunity to be able to get an up-to-date knowledge, comfortably when and where you want. Therefore, students only need an electronic device with an Internet connection to view the content hosted on the virtual platform. In addition, the Nutritionist are free to distribute the teaching load according to their needs, which makes even easier for the professional to combine quality education with the most demanding responsibilities.

This **Postgraduate Diploma in Marketing and Business Management 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 case studies presented by experts in Food Technology
- 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 self-assessment can be used 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 flexible program that will introduce you to the latest developments in food branding”

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This qualification provides you with case studies, which will give you a first-hand experience of real and successful situations in Marketing and Business Management in the Food Industry”

The program's teaching staff includes professionals from the 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.

You are before an academic option that will allow you to comfortably delve into the latest effective strategies in food distribution.

TECH thinks about you. That is why a Postgraduate Diploma has been designed to be compatible with your work as a nutritionist and your personal responsibilities.



02

Objectives

At the end of the 450 teaching hours of this Postgraduate Diploma, the Nutrition professional will have obtained the up-to-date knowledge they desired in the field of Marketing and Business Management in the Food Industry. This will be possible thanks to the video summaries of each topic, detailed videos, diagrams or specialized readings that are part of the syllabus to which you will have access 24 hours a day from your computer or Tablet.





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From your computer with Internet connection and whenever you want you can access the most up-to-date content on successful business management in the food industry”



General Objectives

- Control the mathematical, statistical and economic aspects involved in food companies
- Analyze 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
- Provide scientific and technical advice on food products and food product development

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With this 100% online program you will be able to keep up-to-date on new business approaches, thanks to the detailed study of consumer tastes”





Specific Objectives

Module 1. Food Business and Economics

- ♦ Understand the concept of a company, its institutional and legal framework, as well as the economic balance sheet of a company
- ♦ Acquire knowledge to evaluate the hygienic-sanitary and toxicological risk of a process, food, ingredient and packaging, as well as to identify the possible causes of food spoilage and establish traceability mechanisms
- ♦ Know the sources of financing, financial statements and the different functional areas of a company
- ♦ Calculate and interpret the values obtained from the Gross Domestic Product and Farm Income for economic and business management applications

Module 2. Food Industries

- ♦ Controlling and optimizing processes and products in the food industry
- ♦ Manufacture and preservation of foodstuffs
- ♦ Develop new processes and products
- ♦ Know the industrial processes of food transformation and preservation, as well as packaging and storage technologies
- ♦ Analyze the process and product control and optimization systems
- ♦ Apply knowledge of transformation and conservation processes to the development of new processes and products

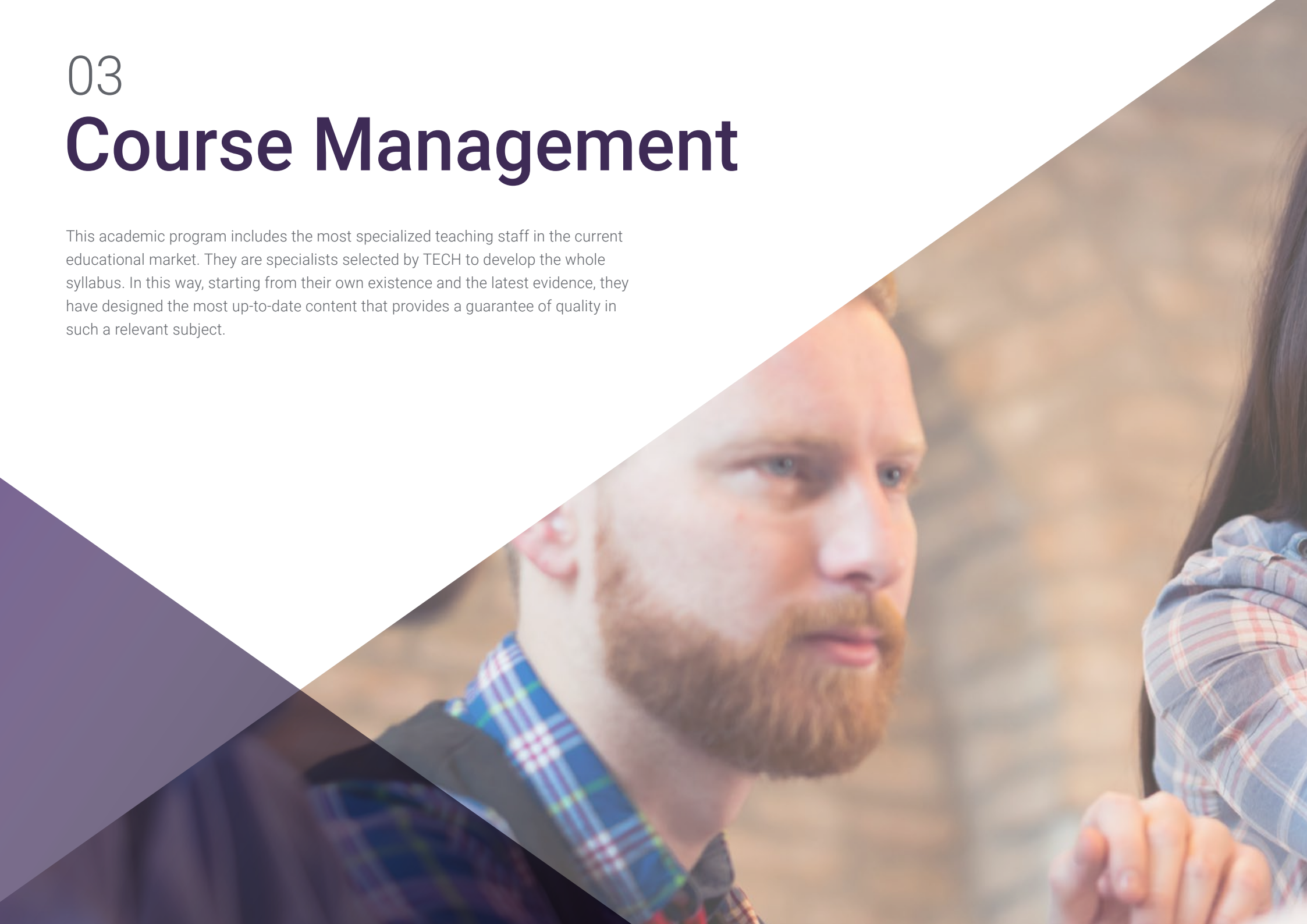
Module 3. Marketing and Consumer Behavior

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

03

Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.





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TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”

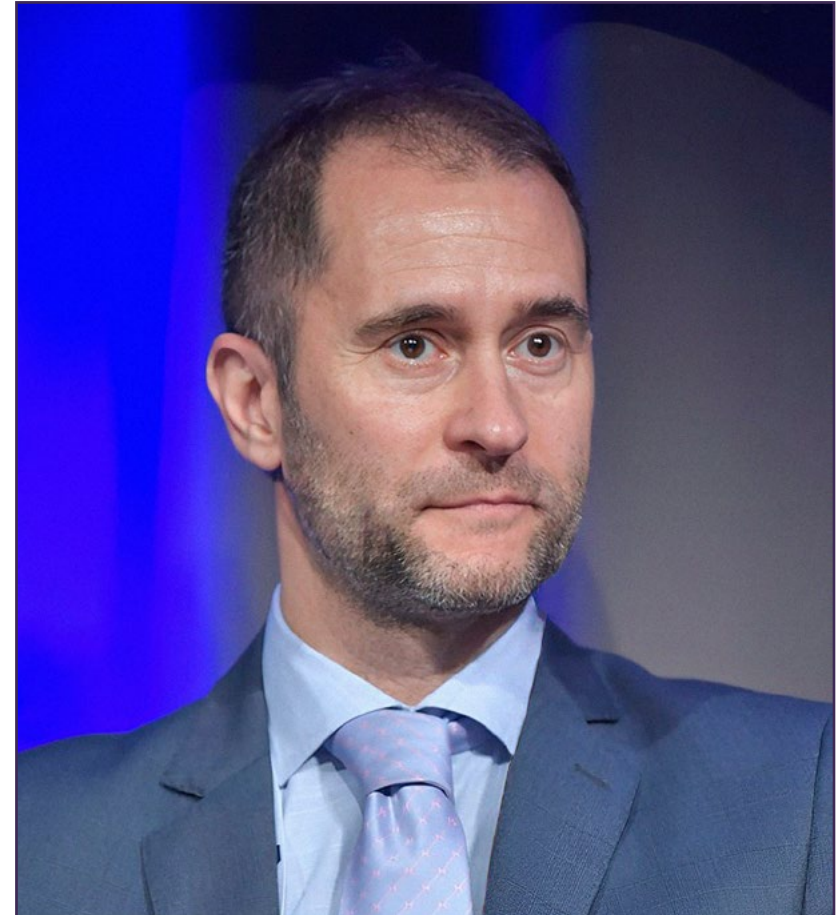
International Guest Director

Roberto Buttini is an outstanding manager with more than 30 years of experience in the **food** industry. Particularly, he has specialized in areas such as **Research & Development, Food Processing, Innovation and Safety & Hygiene**. Throughout his career, he has demonstrated a strong commitment to improving the quality of ingestion products, applying solutions that benefit both consumers and the planet. His work has focused on **ensuring excellence in food manufacturing, driving efficient and sustainable** processes that meet the highest quality standards.

Throughout his career, he has worked in several renowned companies such as Barilla, one of the leading **Italian companies in the Nutrition** sector. There he has held several executive positions such as **Vice President of Global Quality and Food Safety**. In addition, he was **Director of Research, Development and Quality at Kamps - Lieken**, acquiring key skills in the management of multidisciplinary teams, R&D strategies and in the implementation of disruptive quality systems. He also worked as a scientist at Enel, where he honed his analytical and research skills in complex technological contexts.

Internationally, he has gained recognition for his contribution to the food industry. He has been a reference in the design of strategies that secure **products in multiple global markets**. His work has allowed him to acquire worldwide prestige, consolidating his position as a leader in his field. He has been awarded for his **focus on sustainability and corporate social responsibility**, increasingly raising standards.

He has also contributed to scientific knowledge with **specialized articles on food processing**. His focus on change has enabled him to be at the forefront of developing safer practices, with a significant impact on improving systems.



Mr. Buttini, Roberto

- Vice President of Global Quality and Food Safety at Barilla Group, Parma, Italy
- Product Development Director - Bakery Europe Mild & Beverage Categories at Barilla Group
- Director of Research, Development and Quality at Kamps - Lieken Scientist at Enel
- Specialization in Management at the Italian Management Institute Natale Toffoloni
- Specialization in Food Technology at the University of Parma, Italy
- Degree in Chemistry at the University of Parma, Italy

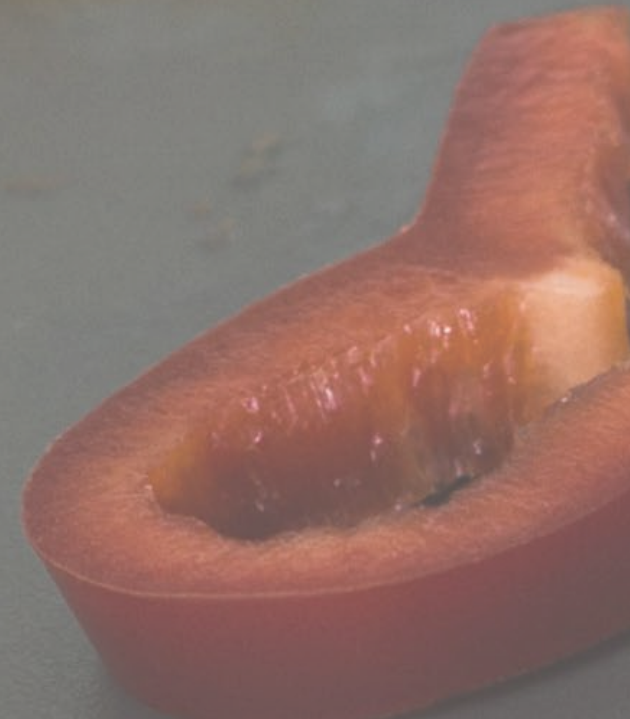
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Thanks to TECH, you will be able to learn with the best professionals in the world”

04

Structure and Content

The syllabus of this university qualification has been developed by a team of experts in the Food Industry. Their extensive knowledge in this field, will allow the Nutrition professional to be aware of the latest developments in the management of companies in this sector, as well as the main marketing techniques used today. Likewise, in order to advance in a much more agile way through the three modules that make up this Postgraduate Diploma, students have the Relearning system, used by TECH, which will also allow them to reduce the long hours of study.





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TECH provides you with multimedia resources developed with the latest technological tools applied to academic qualifications”

Module 1. Food Business and Economics

- 1.1. Basic Concepts of Economy
 - 1.1.1. Economics and the Need for Choice
 - 1.1.2. The Production Possibility Frontier and its Applications in Production
 - 1.1.3. The Function of a Market Economy
 - 1.1.4. The Limitations of the Market Economy System and Mixed Economies
- 1.2. Demand and Supply Curves
 - 1.2.1. Agents Participating in the Market. Demand and Supply
 - 1.2.2. Market Balance
 - 1.2.3. Shift in Supply and Demand Curves
- 1.3. Applications of Demand and Supply Analysis
 - 1.3.1. The Fall in Agricultural Prices
 - 1.3.2. Price Ceilings and Floors
 - 1.3.3. Establishment of Price Subsidies or Price Support
 - 1.3.4. Main Systems Used to Support Farmers
- 1.4. The Demand for Goods
 - 1.4.1. Consumer Demand and Utility
 - 1.4.2. Market Demand
 - 1.4.3. Demand and the Concept of Elasticity
 - 1.4.4. Elasticity of Demand and Total Revenue
 - 1.4.5. Other Elasticities
- 1.5. Production in the Company and Production Costs
 - 1.5.1. Short-Run Production
 - 1.5.2. Production and the Long-Run
 - 1.5.3. The Short-Run Costs of the Company
 - 1.5.4. Long-Run Costs and Returns to Scale
 - 1.5.5. The Production Decisions of the Company and Profit Maximization
- 1.6. Market Typology
 - 1.6.1. Forms of Competition
 - 1.6.2. Perfect Competition Markets
 - 1.6.3. The Competitive Firm and the Production Decision
 - 1.6.4. Basic Characteristics of Imperfect Competition
 - 1.6.5. Monopoly, Oligopoly and Monopolistic Competition
- 1.7. Economic Macromagnitudes
 - 1.7.1. Gross Domestic Product and Consumer Price Index
 - 1.7.2. Public Investment and Income
 - 1.7.3. Agricultural Macromagnitudes

- 1.8. Organizational Structure of the Company. Types of Businesses
 - 1.8.1. Individual Entrepreneur
 - 1.8.2. Unincorporated Company
 - 1.8.3. Incorporated Company
 - 1.8.4. Corporate Social Responsibility
 - 1.8.5. Legal and Tax Environment
- 1.9. Functional Areas of the Company
 - 1.9.1. Financing in the Company: Borrowed Funds and Own Funds
 - 1.9.2. Production in the Company
 - 1.9.3. Procurement Area and Inventory Management Methods
 - 1.9.4. Human resources
- 1.10. Analysis of the Company's Financial Statements
 - 1.10.1. Equity Analysis
 - 1.10.2. Financial Analysis
 - 1.10.3. Economic Analysis

Module 2. Food Industry

- 2.1. Cereals and Derivative Products I
 - 2.1.1. Cereals: Production and Consumption
 - 2.1.1.1. Classification of Cereals
 - 2.1.1.2. Current State of Research and Industrial Situation
 - 2.1.2. Basic Concepts of Cereal Grains
 - 2.1.2.1. Methods and Equipment for the Characterization of Flour and Bread Doughs
 - 2.1.2.2. Rheological Properties During Kneading, Proving and Baking
 - 2.1.3. Cereal Products: Ingredients, Additives and Coadjuvants. Classification and Effects
- 2.2. Cereals and Derivative Products II
 - 2.2.1. Baking Process: Stages, Changes Produced and Equipment Used
 - 2.2.2. Instrumental, Sensory and Nutritional Characterization of Cereal Derived Products
 - 2.2.3. Application of Cold in Bakery. Frozen Pre-Baked Breads. Process and Product Quality
 - 2.2.4. Gluten-Free Products Derived From Cereals. Formulation, Process and Quality Characteristics
 - 2.2.5. Pasta products. Ingredients and Process. Types of Pasta
 - 2.2.6. Innovation in Bakery Products. Trends in Product Design

- 2.3. Milk and Dairy Products. Eggs and Egg Products I
 - 2.3.1. Hygienic-Sanitary Quality of Milk
 - 2.3.1.1. Origin and Levels of Contamination. Initial and Contaminating Microbiota
 - 2.3.1.2. Presence of Chemical Contaminants: Residues and Contaminants
 - 2.3.1.3. Influence of Hygiene in the Milk Production and Commercialization Chain
 - 2.3.2. Dairy Production. Milk Synthesis
 - 2.3.2.1. Factors Influencing the Composition of Milk: Extrinsic and Intrinsic
 - 2.3.2.2. Milking: Good Process Practices
 - 2.3.3. On-Farm Milk Pretreatment: Filtration, Refrigeration and Alternative Preservation Methods
 - 2.3.4. Treatments in the Dairy Industry: Clarification and Bactofugation, Skimming, Standardization, Homogenization, Deaeration. Pasteurization. Definition. Procedures, Treatment Temperatures and Limiting Factors
 - 2.3.4.1. Types of Pasteurizers. Packaging. Quality Control Sterilization. Definition
 - 2.3.4.2. Methods: Conventional, UHT, Other Systems. Packaging. Quality Control Manufacturing Defects
 - 2.3.4.3. Types of Pasteurized and Sterilized Milk. Milk Selection. Milkshakes and Flavored Milks. Mixing Process. Fortified Milks. Fortification Process
 - 2.3.4.4. Evaporated Milk. Condensed Milk
 - 2.3.5. Preservation and Packaging Systems
 - 2.3.6. Quality Control of Powdered Milk
 - 2.3.7. Milk Packaging and Quality Control Systems
- 2.4. Milk and Dairy Products. Eggs and Egg Products I
 - 2.4.1. Dairy Products. Creams and Butters
 - 2.4.2. Process of Elaboration. Continuous Manufacturing Methods. Packaging and Preservation. Manufacturing Defects and Alterations
 - 2.4.3. Fermented Milk: Yogurt. Milk Preparative Treatments. Production Processes and Systems
 - 2.4.3.1. Types of Yogurt. Problems in Production. Quality Control
 - 2.4.3.2. BIO Products and Other Acidophilic Milks
 - 2.4.4. Cheese Production Technology: Milk Preparative Treatments
 - 2.4.4.1. Obtaining Curd: Syneresis. Pressing. Salty
 - 2.4.4.2. Water Activity in Cheese. Brine Control and Preservation
 - 2.4.4.3. Cheese Ripening: Agents Involved. Determining Factors of Ripening. Effects of Contaminating Biota
 - 2.4.4.4. Toxicological Problems of Cheese
 - 2.4.5. Additives and Antifungal Treatments
 - 2.4.6. Ice Cream. Features. Types of Ice Cream. Production Process
 - 2.4.7. Eggs and Egg Products
 - 2.4.7.1. Fresh Egg: Processing of Fresh Egg as a Raw Material for the Production of Derivatives
 - 2.4.7.2. Egg Products: Liquid, Frozen, and Dehydrated
- 2.5. Plant Products I
 - 2.5.1. Post-Harvest Physiology and Technology. Introduction
 - 2.5.2. Fruit and Vegetable Production, the Need for Post-Harvest Preservation
 - 2.5.3. Respiration: Respiratory Metabolism and its Influence on Post-Harvest Storage and Deterioration of Vegetables
 - 2.5.4. Ethylene: Synthesis and Metabolism. Implication of Ethylene in the Regulation of Fruit Ripening
 - 2.5.5. Fruit Ripening: The Ripening Process, Generalities and its Control
 - 2.5.5.1. Climacteric and Non-Climacteric Ripening
 - 2.5.5.2. Compositional Changes: Physiological and Biochemical Changes During Ripening and Preservation of Fruits and Vegetables
- 2.6. Plant Products II
 - 2.6.1. Principle of Fruit and Vegetable Preservation by the Control of Greenhouse Gases. Method of Action and its Applications in the Conservation of Fruits and Vegetables
 - 2.6.2. Refrigerated Preservation. Temperature Control in the Preservation of Fruits and Vegetables
 - 2.6.2.1. Technological Methods and Applications
 - 2.6.2.2. Cold Damage and its Control
 - 2.6.3. Transpiration: Control of Water Loss in the Preservation of Fruit and Vegetables
 - 2.6.3.1. Physical Principles. Control systems
 - 2.6.4. Post-Harvest Pathology: Main Deteriorations and Rots During Fruit and Vegetable Preservation. Control System and Method
 - 2.6.5. Fresh-Cut Products
 - 2.6.5.1. Physiology of Plant Products: Manipulation and Preservation Technologies
- 2.7. Plant Products III
 - 2.7.1. Vegetable Canning: General Description of a Characteristic Vegetable Canning Line
 - 2.7.1.1. Examples of the Main Types of Canned Vegetables and Legumes
 - 2.7.1.2. New Products of Plant Origin: Cold Soups
 - 2.7.1.3. General Description of a Characteristic Fruit Packaging Line

- 2.7.2. Juice and Nectar Production: Juice Extraction and Juice Processing
 - 2.7.2.1. Aseptic Processing, Storage and Packaging Systems
 - 2.7.2.2. Examples of Procurement Lines of Main Types of Juices
 - 2.7.2.3. Procurement and Preservation of Semi-Processed Products: Cremogenated
- 2.7.3. Production of Marmalades, Jams and Jellies: Production and Packaging Process
 - 2.7.3.1. Examples of Processing Lines; Characteristics
 - 2.7.3.2. Additives Used for the Manufacture of Jams and Marmalades
- 2.8. Alcoholic Beverages and Oils
 - 2.8.1. Alcoholic Beverages: Wine. Manufacturing Process
 - 2.8.1.1. Beer: Brewing Process. Types
 - 2.8.1.2. Spirits and Liqueurs: Manufacturing Processes and Types
 - 2.8.2. Oils and Fats: Introduction
 - 2.8.2.1. Olive Oil: Olive Oil Extraction System
 - 2.8.2.2. Oilseed Oils Extraction
 - 2.8.3. Animal Fats: Refining of Fats and Oils
- 2.9. Meat and Meat By-Products
 - 2.9.1. Meat Industry: Production and Consumption
 - 2.9.2. Classification and Functional Properties of Muscle Proteins: Myofibrillar, Sarcoplasmic, and Stromal Proteins
 - 2.9.2.1. Conversion of Muscle to Meat: Porcine Stress Syndrome
 - 2.9.3. Beef Aging. Factors Affecting Meat Quality for Direct Consumption and Industrialization
 - 2.9.4. Curing (Chemistry): Ingredients, Additives and Curing Coadjuvants
 - 2.9.4.1. Industrial Curing Processes: Dry and Wet Curing Processes
 - 2.9.4.2. Nitrite Alternatives
 - 2.9.5. Raw and Raw Marinated Meat Products: Fundamentals and Problems of Preservation. Characteristics of Raw Materials
 - 2.9.5.1. Types of Products. Manufacturing Operations
 - 2.9.5.2. Alterations and Defects
 - 2.9.6. Cooked Sausages and Hams: Basic Principles of the Preparation of Meat Emulsions. Characteristics and Selection of Raw Materials
 - 2.9.6.1. Technological Manufacturing Operations. Industrial Systems
 - 2.9.6.2. Alterations and Defects

- 2.10. Seafood
 - 2.10.1. Fish and Seafood. Features of Technological Interest
 - 2.10.2. Main Industrial Fishing and Seafood Gears
 - 2.10.2.1. Unit Operations of Fish Technology
 - 2.10.2.2. Cold Preservation of Fish
 - 2.10.3. Salting, Pickling, Drying and Smoking: Technological Aspects of Manufacture
 - 2.10.3.1. Features of the Final Product. Performance
 - 2.10.4. Marketing

Module 3. Marketing and Consumer Behavior

- 3.1. Concept and Function of Marketing in the Company
 - 3.1.1. Concept and Nature of Marketing
 - 3.1.2. The Marketing Process
 - 3.1.3. The Company's Market
 - 3.1.4. Evolution of Business Approaches to the Market
 - 3.1.5. Evolution and Current Trends in Marketing
- 3.2. Consumer Behavior in Relation to Food
 - 3.2.1. Nature and Scope of the Study of Consumer Behavior
 - 3.2.2. Factors Influencing Consumer Behavior
 - 3.2.3. The Process in Purchasing Decisions
 - 3.2.4. The Organizational Purchasing Process
- 3.3. Food Market Research
 - 3.3.1. Concept, Objectives and Types of Marketing Research
 - 3.3.2. Marketing Information Sources
 - 3.3.3. The Commercial Research Process
 - 3.3.4. Commercial Research Instruments
 - 3.3.5. Markets and Customers: Segmentation
- 3.4. Marketing Decisions Related to Food as a Commercial Product
 - 3.4.1. Food as Products, Characteristics, and Classification
 - 3.4.2. Decisions on Food Products
 - 3.4.3. Trademark Decisions
- 3.5. Development and Commercialization of New Foods
 - 3.5.1. New Product Strategy Development
 - 3.5.2. Stages in Development of New Products
 - 3.5.3. New Product Management
 - 3.5.4. Marketing Policies in the Product Life Cycle

- 3.6. Management and Pricing Policies
 - 3.6.1. Prices, Approach to the Concept
 - 3.6.2. Pricing Policies
 - 3.6.3. Pricing Strategies for New Products
 - 3.6.4. Pricing a Product Mix/Portfolio of Products
 - 3.6.5. Pricing Adjustment Strategies
- 3.7. Communication with the Market
 - 3.7.1. The Role of Marketing Communications
 - 3.7.2. Communication Tools
 - 3.7.3. Development of an Effective Communication
 - 3.7.4. Factors in Establishing the Communication Mix
- 3.8. Food Distribution
 - 3.8.1. Introduction
 - 3.8.2. Decisions Regarding Channel Design
 - 3.8.3. Decisions Regarding Channel Management
 - 3.8.4. Integration and Channel Systems
 - 3.8.5. Changes in Channel Organization
- 3.9. Consumer Decision Process
 - 3.9.1. Incentive and Market Characteristics and their Relationship to the Consumer Decision
 - 3.9.1.1. Extensive, Limited and Routine Purchase Decision
 - 3.9.1.2. High-Involvement and Low-Involvement Purchasing Decisions
 - 3.9.1.3. Buyer Typology
 - 3.9.2. Problem Recognition: Concept and Influencing Factors
 - 3.9.3. The Search for Information: Concept, Types, Dimensions and Determining Factors of the Search Process
 - 3.9.4. The Evaluation of the Information: The Evaluation Criteria and the Strategies or Decision Rules
 - 3.9.5. General Aspects of Branding Choice
 - 3.9.5.1. The Choice of the Establishment
 - 3.9.5.2. Post-Purchase Processes
- 3.10. The Social Dimension in the Consumer Purchasing Process
 - 3.10.1. Culture and its Influence on Consumers: Dimensions, Concept and Characteristic Aspects of Culture
 - 3.10.2. The Value of Consumption in Western Cultures
 - 3.10.2.1. Social Strata and Consumer Behavior: Concept, Characteristics and Measurement Procedures
 - 3.10.2.2. Lifestyles
 - 3.10.3. Groups: Concept, Characteristics, and Types of Groups
 - 3.10.3.1. The Influence of the Family on Purchasing Decisions
 - 3.10.3.2. Types of Family Purchasing Decisions and Factors Influencing the Family Decision Process
 - 3.10.3.3. Family Life Cycle

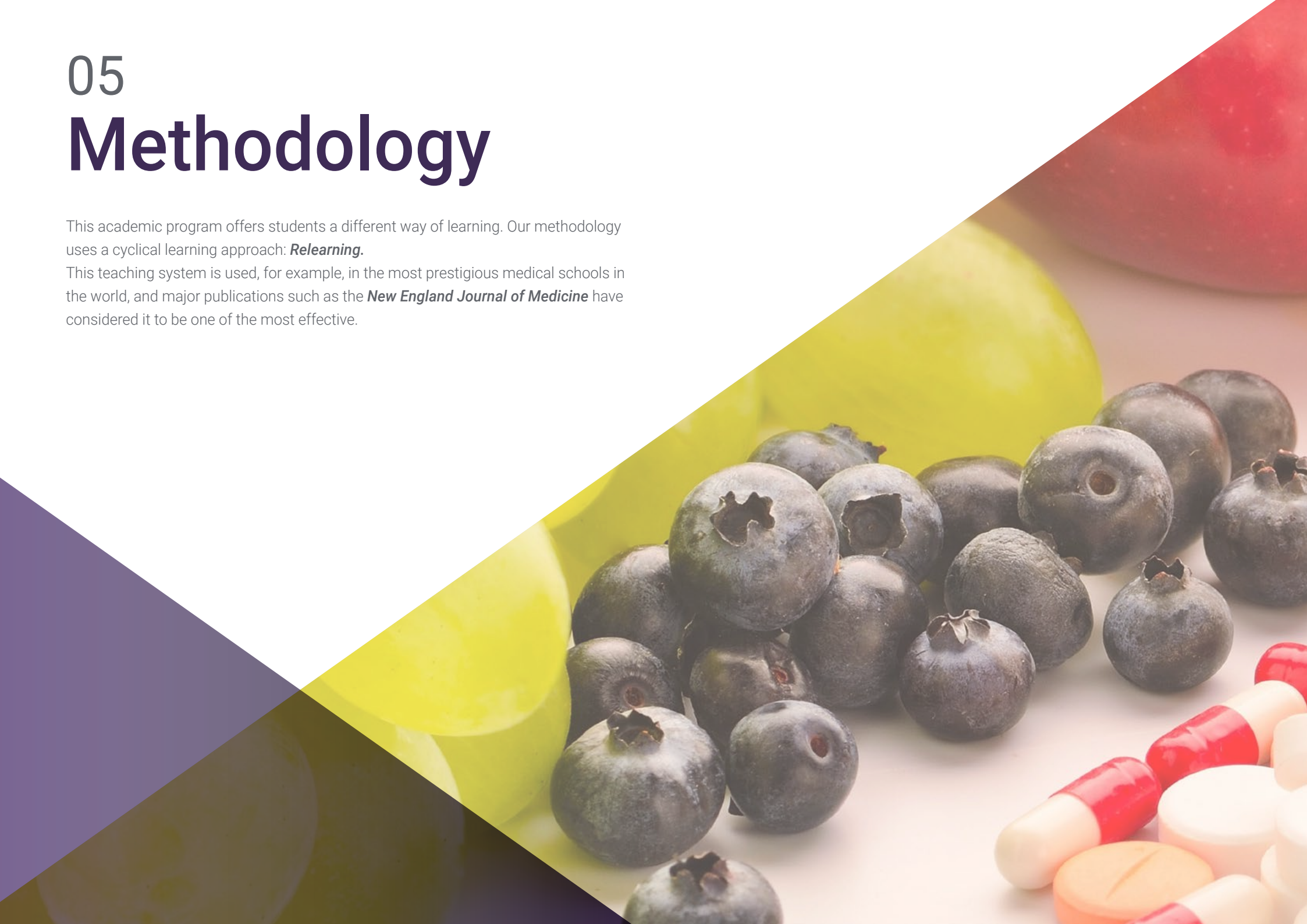


This program will introduce you to the latest mix marketing strategies and packaging innovation in the food industry”

05 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. Gérvas, 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.



06

Certificate

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



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

This program will allow you to obtain your **Postgraduate Diploma in Marketing and Business Management in the Food Industry** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Marketing and Business Management in the Food Industry**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



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



Postgraduate Diploma
Marketing and Business
Management in the
Food Industry

- » Modality: online
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Postgraduate Diploma

Marketing and Business
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