BEM Micro-credential

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| **BEM content (for all partners)** | Title/name of the credential | Fast food (pizza) product marketing,  marketer: positioning and promotion of fast food (pizza) in the market |
| Function of the micro- credentials / purpose | Specialisation |
| Possible target groups | It is intended for individuals who want to engage in the market process, who are interested in acquiring certain abilities in the direction of the production,  distribution, promotion, continuity of existence in the market of fast food (pizza) |
| Branch/sector of application | Production and sale of food |
| Fields of application / work  environment | Fast food outlets |
| Typical work/professional tasks | * study of the market, competitors, target group * developing a pizza positioning strategy * price approval and communication strategy development * coordination of work between employees, marketing and sales departments * generation of hypotheses and ideas and their testing, particularly in relation to increasing demand * functional restart planning of the company, * increasing product recognition * control of results |

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|  |  | * determination of marketing strategy | | |
| Learning outcomes (personal and job related) | Knowledge | Skills | competences |
|  | * economic knowledge * knowledge of marketing skills * Knowledge of product science * some computer knowledge * knowledge of using the Internet | ***Language skills***   * Native * Two foreign languages to communicate, as well as to use professional literature   ***Computer skills***   * + Internet   + MS Word   + MS Excell   + Google forms   ***Job skills***   * Market research Collection and processing of information   ***Personal skills***   * striving for creative self- realization * responsibility * conscientiousness * discipline * dynamism | * ability to be informed of changes in the economic environment * ability to   search and store information   * ability to ensure communicatio n through network equipment * ability to establish contact with   the target group   * ability to carry out a survey * ability to |

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|  |  |  | * ability to work effectively in a team * desire for self- improvement * Ability to identify consumer preferences * ability to raise claims * ability to communicate correctly with the target group * literacy * tolerance and patience, * ability to respond quickly to each changing environment | | promote the product   * ability to maintain the producer- consumer relationship * ability to implement the correct billing process * accurate representation of the product, so that the consumer fully understands its advantages and full compliance with him and his requirements |
| Validation | criteria | | procedures | |
| 1. compliance 2. flexibility and target focus 3. reliability | | 1. Formation of Examination Committee (EC) 2. Applicant makes a Performance of a Test Project   based on given topic | |

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|  |  |  | 1. Resolution of EC 2. Awarding a certificate or digital badge |
| Recognised/accepted  (documented by MoU) | Name of companies  Mickinyan LTD | |
| Provider(s) | From private sector | |
| **Additional information (if needed)** | Entry level / prerequisites | It is necessary that the individual has prior marketing knowledge and skills, computer skills.  Duration: 72 hours. | |
| Possible duration (recommendation) |
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| **Specific content (national)**  **(if needed)** | Position in the chain of educational programmes | IV-V level of NQF. | |
| Reference to NQF |
| Credits |