

BEM Micro-credential



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	<ul style="list-style-type: none"> • 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

		<ul style="list-style-type: none"> determination of marketing strategy 		
	Learning outcomes (personal and job related)	Knowledge	Skills	competences
		<ul style="list-style-type: none"> economic knowledge knowledge of marketing skills Knowledge of product science some computer knowledge knowledge of using the Internet 	<p>Language skills</p> <ul style="list-style-type: none"> Native Two foreign languages to communicate, as well as to use professional literature <p>Computer skills</p> <ul style="list-style-type: none"> Internet MS Word MS Excell Google forms <p>Job skills</p> <ul style="list-style-type: none"> Market research Collection and processing of information <p>Personal skills</p> <ul style="list-style-type: none"> striving for creative self-realization responsibility conscientiousness discipline dynamism 	<ul style="list-style-type: none"> ability to be informed of changes in the economic environment ability to search and store information ability to ensure communication through network equipment ability to establish contact with the target group ability to carry out a survey ability to

			<ul style="list-style-type: none"> • 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 	<p>promote the product</p> <ul style="list-style-type: none"> • 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
		<ol style="list-style-type: none"> 1. compliance 2. flexibility and target focus 3. reliability 		<ol style="list-style-type: none"> 1. Formation of Examination Committee (EC) 2. Applicant makes a Performance of a Test Project based on given topic

			3. Resolution of EC 4. 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)		
Specific content (national) (if needed)	Position in the chain of educational programmes	IV-V level of NQF.	
	Reference to NQF		
	Credits		