EUROPASS SUPPLEMENT TO THE DIPLOMA

TITLE OF THE CERTIFICATE (original language: ES)

Técnico en comercialización de productos alimentarios

TRANSLATED TITLE OF THE CERTIFICATE (English)

Diploma of Education in Food Marketing

PROFILE OF SKILLS AND COMPETENCES

The holder has acquired general skills relating to: the development of commercial activities in both physical and online food establishments, related to commercial planning, the management of logistics for the storage, distribution and restocking of food products, the supervision of the sections for the sale of perishable and non-perishable food products, and commercial attention to customers and suppliers; following quality criteria and acting in accordance with regulations governing risk prevention, food safety and consumer protection.

Within this framework, each PROFESSIONAL MODULE includes the following LEARNING RESULTS that the holder acquires.

"Constitución de pequeños negocios alimentarios" (Incorporation of Small Food Businesses).

The title holder:

- Defines the opportunity to create a small food marketing company, assessing the information on the environment in which it operates, the established requirements and incorporating ethical values.
- Prepares investment plans in food trade, determining needs and the cost of human and material resources.
- Draws up financial plans for the food trade, assessing financing possibilities, interest and amortisation.
- Determines the economic and social viability of the idea of a small food trade company by analysing the characteristics of its economic and financial plans and assessing the merits and strengths of its business proposal.
- Incorporates and sets up a food business, completing and managing the procedures, documentation and presentation of documents established in the current legislation governing the sector.

"Mercadotecnia del comercio alimentario" (Food Trade Marketing).

The title holder:

- Prepares a food marketing plan specifying actions related to the business idea, analysing information on product, price, distribution and communication.
- Programmes basic communication actions in food shops, characterising the use of different techniques that attract customers, encouraging them to buy and increasing their loyalty.
- Determines the selling prices of food products, applying price-setting and cost-estimation methods.
- Establishes the forms and distribution channels of the food shop, assessing the type and model of intermediary companies and the services they offer.
- Assesses marketing actions, analysing sales indicators and using commercial evaluation instruments.

"Dinamización del punto de venta en comercios de alimentación" (Invigoration of the Point of Sale in Food Shops).

The title holder:

- Organises the physical distribution of food products in sales areas, assessing the determining factors for their location and influence on product sales.
- Supervises the display of non-perishable food products at the point of sale, applying commercial criteria based on the best possible location for the goods, their rotation and signage.
- Supervises the display of perishable food products on counters and in showcases, analysing those aspects of the environment that enhance the characteristics of the product and encourage people to buy it, complying with the corresponding health and safety regulations according to their seasonality and expiry date.
- Determines promotional actions that make the spaces in commercial establishments profitable, applying techniques to encourage sales and to attract and retain customers.
- Determines the assembly of attractive and advertising elements in showcases, displays and food product sales areas, applying aesthetic and commercial criteria appropriate to each type of product.

"Atención comercial en negocios alimentarios" (Commercial Service in Food Businesses).

The title holder:

- Determines the lines of commercial action in food establishments, analysing the established business objectives and commercial strategy.
- Supervises the transmission of commercial information to customers, establishing commercial service protocols and assessing the functions, techniques and attitudes to be developed.

- Handles common complaints and suggestions in food shops, applying the protocols of action according to the regulations in force and the negotiation techniques used to resolve them, and assessing the result of the procedure.
- Manages the commercial relationship with suppliers, determining their characteristics and the products and services they provide.
- Assesses the effectiveness of the commercial service, using evaluation and control instruments and interpreting the results obtained.

"Seguridad y calidad alimentaria en el comercio" (Food Safety and Quality in the Shop).

The title holder:

- Prepares and monitors the cleaning plan for the equipment and facilities used in the food shop, establishing the necessary health and hygiene conditions in accordance with the legislation in force.
- Establishes food safety self-control systems based on Hazard Analysis and Critical Control Points (HACCP) and on traceability, delimiting the variables to be controlled in order to guarantee food safety.
- Establishes and oversees food handling procedures, taking into account established protocols relating to actions in the event of food alerts, contamination, sample collection and personal protective equipment.
- Manages the processing of waste and by-products of animal origin not intended for human consumption (ABP) in a selective manner, recognising their implications at the health and environmental levels.
- Establishes the systems to determine the quality of the food products on display for sale, guaranteeing their organoleptic and sustainable conditions.

"Preparación y acondicionamiento de productos frescos y transformados" (Preparation and Conditioning of Fresh and Processed Products).

The title holder:

- Supervises and prepares portions and preparations of meat and meat derivatives, applying the cutting technique appropriate to the piece and its culinary destination, in compliance with occupational risk prevention regulations.
- Supervises and prepares portions and preparations and products of fish and seafood, applying the cutting technique appropriate to the type of food and preparing it in a way that is in fitting with its culinary destination, in compliance with occupational risk prevention, health and environmental regulations.
- Supervises and prepares trays of fruit and vegetables, adapting them for consumption, according to sales criteria and applying health and safety regulations.
- Supervises the preparation of and advice on food products, such as wine, cheese and gourmet products, applying cutting techniques appropriate to the product, and assessing their characteristics and consumption possibilities.
- Labels fresh products, relating the type of product to its labelling and the characteristics of the packaging.

"Logística de productos alimentarios" (Food Product Logistics).

The title holder:

- Establishes the conditions for the reception of food in a commercial establishment, determining the quality and health and hygiene criteria, the transport requirements and the associated documentation.
- Establishes the optimum conditions for the storage of goods in food shop warehouses, relating them to their seasonality, health and hygiene quality, and the nature of the goods.
- Determines the conditions under which food products are shipped by relating packaging and packing techniques to the means of transport, the requirements of the order and the quality of the product.
- Manages a food product warehouse, calculating supply needs, sales forecasts and meeting the requirements of the sections of the food shop.
- Programmes the activities and tasks of the staff of a food shop, assessing their duties and training needs, and applying risk prevention and environmental sustainability procedures.

"Atención comercial en negocios alimentarios" (E-commerce in Food Businesses).

The title holder:

- Draws up e-commerce plans in food establishments, applying new forms of relationship with the target public and existing digital strategies.
- Sets up an online food products shop, using computer templates.
- Manages the reception of orders, their delivery and collection, preparing budgets, distributing products and monitoring bank transactions.
- Maintains the corporate website, the e-shop and the online catalogue, updating the information on the website and attending to the customer immediately.
- Evaluates the performance of the food e-shop, analysing traffic data, business results, and using evaluation tools.

"Ofimática aplicada al comercio alimentario" (Office Automation Applied to Food Shops).

The title holder:

- Produces materials providing information about the food shop including texts and images, using word processing and presentation software.
- Produces advertising leaflets for food shops, using templates from office automation and graphic design programs.

- Produces registration and calculation documents for suppliers, customers and products using spreadsheet functions and tools.
- Maintains and updates data related to commercial food activity, using office databases and complying with regulations on consumer protection, security and access to information.
- Organises information and documentation associated with the commercial activity, applying organisation and filing techniques, both manual and computerised; and complying with the specifications of the regulations on consumer protection, security and access to information.

"Gestión de un comercio alimentario" (Managing a Food Shop).

The title holder:

- Carries out commercial, economic and monetary activities, managing invoices and making payments.
- Manages orders for food products and their delivery, supervising the stages of the process and their documentation.
- Supervises the management of taxes and fiscal obligations associated with the buying and selling transactions of food businesses, applying the current fiscal regulations and the procedures for their preparation, presentation and safekeeping.
- Plans the cash flow of the food shop, identifying the parameters that make it possible to make cash flow forecasts, and making the appropriate calculations.
- Supervises the economic result of sales, controlling deviations and establishing corrective actions.

"Inglés" (English).

The title holder:

- Recognises professional and day-to-day information contained in oral statements made in standard language, analysing the global content of the message and relating it to the corresponding linguistic resources.
- Interprets professional information contained in written texts, analysing its content in a comprehensive way.
- Delivers clear and well-structured oral messages, participating as an active agent in professional conversations.
- Prepares simple texts, relating grammatical rules to the purpose of the text.
- Applies professional attitudes and behaviour to communication situations, describing the typical relationships characteristic of the country of the foreign language.

"Formación y orientación laboral" (Training and Career Guidance).

The title holder:

- Selects employment opportunities, identifying the different possibilities of insertion and lifelong learning alternatives.
- Applies teamwork strategies, assessing their effectiveness and efficiency for the achievement of the organisation's objectives.
- Exercises the rights and complies with the obligations derived from labour relations, recognising them in the different employment contracts.
- Determines the protective action of the Social Security system in the face of the different contingencies covered, identifying the different types of benefits.
- Assesses the risks derived from his or her activity, analysing the working conditions and the risk factors that exist in their working environment.
- Participates in the preparation of a risk prevention plan in a small company, identifying the responsibilities of all the agents involved.
- Applies prevention and protection measures, analysing risk situations in the work environment of the holder of a Diploma of Education in Food Marketing.

"Formación en centros de trabajo" (Workplace Training).

The title holder:

- Identifies the structure and organisation of the company, relating them to the marketing of food products and to the type of service it provides.
- Applies ethical and labour habits in the development of his or her professional activity, in accordance with the characteristics of the job and the procedures established in the company.
- Participates in the marketing, promotion and presentation of food products for sale on shelves, counters and displays.
- Participates in the commercial attention in food establishments in accordance with the type of clients and suppliers and their relationship with the products on sale.
- Collaborates in the supervision of optimal conditions for the preparation and conservation of the products on display, applying the regulations governing food safety.
- Collaborates in the reception, storage and distribution of food products.
- Carries out commercial, economic and monetary activities related to the management of orders and their documentation.

RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

The holder of a Diploma of Education in Food Marketing works in the field of the trade of food products, whether physical or online, in any company or organisation, in retail food shops or in the corresponding departments of large supermarkets, either independently or as an employee.

The following are the most relevant occupations and jobs:

- Manager of a food establishment.
- Manager of a section/room/department of a food shop.
- Manager of a small food shop.
- Manager of online food shops.
- Commercial adviser of food products.
- Seller of food products.

OFFICIAL BASIS OF THE CERTIFICATE

Name and status of the body awarding the certificate: The Ministerio de Educación (the Ministry of Education) or the Autonomous Communities in the area of their own administrative responsibility. The degree has academic and professional effects that are valid throughout the entire State.

Official duration of the Diploma: 2,000 hours.

Level of the certificate (national or international):

- NATIONAL: Post-compulsory secondary education.
- INTERNATIONAL:
  - Level 3 of the International Standard Classification of Education (ISCED 3).
  - Level 4A of the European Qualifications Framework (EQF4).

Entry requirements: A Graduate Degree in Secondary Education, or a Certificate of having passed the corresponding entrance test.

Access to the next level of education or training: Will be able to access Higher Level Training Cycles, subject to passing an entrance test.

Legal basis. Rules and regulations on which the Diploma is based:

- Minimum teaching requirements established by the State: Royal Decree 189/2018, of 6 April, which establishes the diploma of Education in Food Marketing and which lays down the corresponding minimum education requirements.

Explanatory note: This document is intended as supplementary information to the Diploma in question, but on its own it does not have any legal validity. It may be accompanied by an Annex I which the corresponding Autonomous Community shall fill in.

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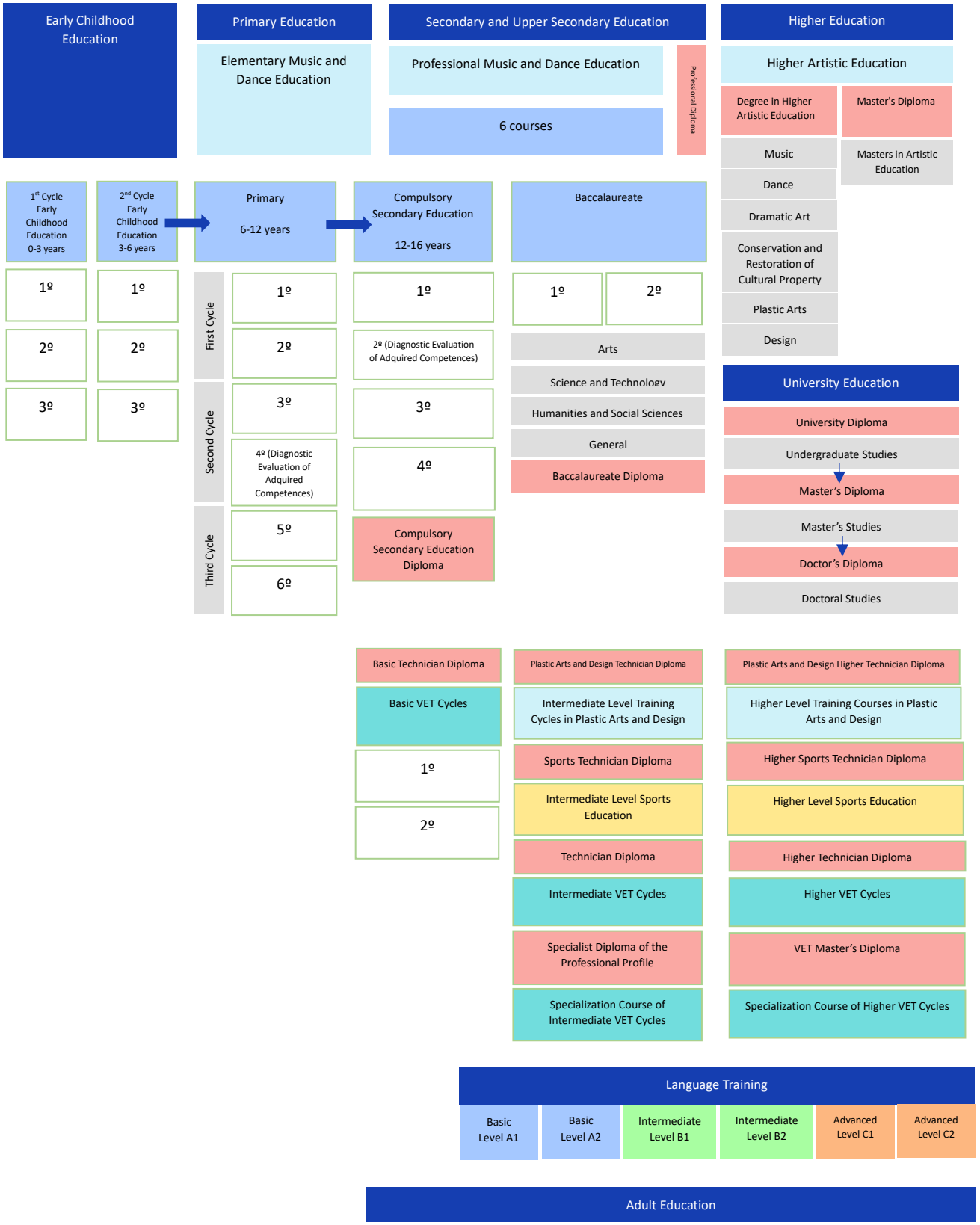
INFORMATION ABOUT THE EDUCATION SYSTEM



Early Childhood Education

- 1st Cycle Early Childhood Education 0-3 years
  - 1º
  - 2º
  - 3º
- 2nd Cycle Early Childhood Education 3-6 years
  - 1º
  - 2º
  - 3º

Primary Education

- Elementary Music and Dance Education

Secondary and Upper Secondary Education

- Professional Music and Dance Education
- 6 courses
- Professional Diploma

Higher Education

- Higher Artistic Education
  - Degree in Higher Artistic Education
    - Music
    - Dance
    - Dramatic Art
    - Conservation and Restoration of Cultural Property
    - Plastic Arts
    - Design
  - Master's Diploma
    - Masters in Artistic Education

Primary

6-12 years

- First Cycle
  - 1º
  - 2º
- Second Cycle
  - 3º
  - 4º (Diagnostic Evaluation of Adquired Competences)
- Third Cycle
  - 5º
  - 6º

Compulsory Secondary Education

12-16 years

- 1º
- 2º (Diagnostic Evaluation of Adquired Competences)
- 3º
- 4º
- Compulsory Secondary Education Diploma

Baccalaureate

- 1º
- 2º
- Arts
- Science and Technology
- Humanities and Social Sciences
- General
- Baccalaureate Diploma

University Education

- University Diploma
- Undergraduate Studies
- Master's Diploma
- Master's Studies
- Doctor's Diploma
- Doctoral Studies

Basic Technician Diploma

- Basic VET Cycles
  - 1º
  - 2º

Plastic Arts and Design Technician Diploma

- Intermediate Level Training Cycles in Plastic Arts and Design
- Sports Technician Diploma
- Intermediate Level Sports Education
- Technician Diploma
- Intermediate VET Cycles
- Specialist Diploma of the Professional Profile
- Specialization Course of Intermediate VET Cycles

Plastic Arts and Design Higher Technician Diploma

- Higher Level Training Courses in Plastic Arts and Design
- Higher Sports Technician Diploma
- Higher Level Sports Education
- Higher Technician Diploma
- Higher VET Cycles
- VET Master's Diploma
- Specialization Course of Higher VET Cycles

Language Training

- Basic Level A1
- Basic Level A2
- Intermediate Level B1
- Intermediate Level B2
- Advanced Level C1
- Advanced Level C2

Adult Education

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