

**COMILLAS**

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2026 - 2027**TECHNICAL SHEET OF THE SUBJECT**

Data of the subject	
Subject name	Estrategia de Comunicación Empresarial
Subject code	E000015474
Mainprogram	Graduado o Graduada en Gastronomía e Innovación Culinaria por la Universidad Pontificia Comillas [GGIC 23]
Involved programs	Grado en Gastronomía e Innovación Culinaria [Fourth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	3,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Marketing
Coordinator	Carmen Valor
Schedule	2 horas/semana
Office hours	Ver horario de tutorías en moodle
Course overview	Communication strategies applied to the gastronomic sector: brand building, storytelling, owned and earned media, digital communication and social media in hospitality and restaurants.

Teacher Information	
Teacher	
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Department	Departamento de Marketing
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
Within the Bachelor's Degree in Gastronomy and Culinary Innovation, this course delves into communication as an essential tool for managing gastronomic brands, restaurants, and culinary projects. Gastronomic Communication enables students to acquire the theoretical and practical knowledge needed to: – Apply the different communication tools to the gastronomic and restaurant sector. – Evaluate strategies and tactics in message creation and sector-specific media selection. – Develop a communication plan for gastronomic projects, restaurants, or food brands.
Prerequisites
Introduction to marketing



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Competencias - Objectives

Competences

GENERALES

CG02	Capacidad de aplicar los conocimientos a la gestión gastronómica	
	RA1	Determina el alcance y la utilidad práctica de las nociones teóricas.
	RA2	Identifica correctamente los conocimientos aplicables a cada situación.
	RA3	Relaciona los conocimientos con las distintas aplicaciones profesionales o prácticas.
	RA4	Resuelve casos prácticos que presentan una situación profesional real
CG05	Capacidad de pensar y gestionar estratégicamente en el contexto de la gastronomía.	
	RA1	Reflexiona sobre las mejores estrategias aplicables a cada situación.
	RA2	Gestiona situaciones diversas de manera dinámica, e identifica los conocimientos y destrezas aplicables en cada caso.
CG07	Capacidad crítica y autocrítica en el ámbito de la gastronomía	
	RA1	Analiza su propio comportamiento buscando la mejora de sus actuaciones
	RA2	Se muestra abierto a la crítica externa sobre sus actuaciones
CG08	Capacidad de adaptación al entorno y a nuevas situaciones generadas en el ámbito de la gastronomía.	
	RA1	Mantiene el dinamismo y el control en situaciones de presión de tiempo, desacuerdo, oposición o adversidad.
	RA2	Aplica conocimientos y formas de actuación contrastadas en situaciones conocidas a otras que son nuevas o inesperadas.
	RA1	Dispone de la capacidad para tomar decisiones de una forma autónoma.
CG09	Capacidad de toma de decisiones y resolución de problemas aplicadas en el ámbito gastronómico	
	RA1	Identifica y define adecuadamente el problema y sus posibles causas.
	RA2	Plantea posibles soluciones pertinentes y diseña un plan de acción para su aplicación.
CG10	Capacidad de trabajo en equipo en el ámbito gastronómico.	



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	RA1	Participa de forma activa en el trabajo de grupo compartiendo información, conocimientos y experiencias.
	RA2	Se orienta a la consecución de acuerdos y objetivos comunes.
CG15	Capacidad de comunicación oral y escrita en el entorno gastronómico	
	RA1	Expresa sus ideas de forma estructurada, inteligible y convincente.
	RA2	Escribe con corrección.
	RA3	Elabora, cuida y consolida un estilo personal de comunicación, tanto oral como escrita, y valora la creatividad en estos ámbitos.
ESPECÍFICAS		
CE14	Conocer y aplicar las técnicas y herramientas de comunicación enfocado en el periodismo gastronómico y redes sociales	
	RA1	Comprende la importancia de la redacción de contenidos gastronómicos, los distintos géneros, así como las fuentes de información.
	RA2	Conoce las tendencias actuales en alimentación para gestionar contenidos profundos y vigentes en gastronomía, la alimentación y la restauración.
	RA3	Señala los actores y medios relevantes dentro del ámbito de la comunicación gastronómica.
	RA4	Domina los métodos y técnicas avanzadas para escribir mejor y crear proyectos de contenidos en gastronomía
	RA5	Discierne entre los distintos tipos de redes sociales y determinar qué contenidos se adecúan mejor a cada plataforma.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Module 1 – Introduction to Gastronomic Communication and IMC

Definition of Integrated Marketing Communications (CIM) applied to the gastronomic sector. Brand identity and corporate personality in the restaurant industry. Gastronomic brand image vs. corporate identity. From the 4Ps to the 7Ps in the context of the gastronomic experience.

Module 2 – Designing a Gastronomic Communication Plan

Definition of the diner's Customer Journey and the Personas representing the target audience. SWOT analysis applied to the gastronomic sector. Moments that Matter in the customer experience. Communication objectives, positioning, and value proposition. Brief and debrief in gastronomic communication.



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Module 3 – Media and Channels in the Gastronomic Sector

Introduction to different media channels: paid, owned, earned, and shared. Sector-specific media: gastronomic guides, critics, congresses (Madrid Fusión, San Sebastián Gastronomika), specialized press. Offline media planning and Street Marketing applied to restaurants and gastronomic events.

Module 4 – Digital Communication and Content

SEO/SEM strategies for restaurants and gastronomic brands. Publicidad digital: display, paid search and native formats. Email marketing and CRM in hospitality: diner loyalty. Booking and review platforms as communication channels.

Module 5 – Social Media and Gastronomic Content Marketing

Strategic use of social media (Instagram, TikTok, YouTube) in gastronomy. Culinary storytelling and food photography as communication tools. Gastronomic influencer marketing and collaborations with food bloggers. Community management and online reputation in the sector.

Module 6 – Digital Analytics and Results Measurement

Introduction to digital measurement systems. Definition of KPIs y basic metrics to optimize media investment. Certification Individual en Google Analytics. Regulatory framework for advertising in Spain applied to the food and gastronomic sector: GDPR and food labeling and advertising regulations.

TEACHING METHODOLOGY

General methodological aspects of the subject

Uso de la Inteligencia Artificial (IA) – Nivel 3: Asistencia Parcial con Control Humano

En esta asignatura, el uso de la IA se alinea con el Nivel 3: Asistencia Parcial con Control Humano de la Escala de Evaluación de la IA de Perkins, Furze, Roe & MacVaugh (2024).

La IA genera parte del contenido: los estudiantes pueden utilizar herramientas de IA para producir borradores, esquemas, análisis preliminares, resúmenes o ejemplos. Posteriormente, el estudiante revisa, adapta, mejora e integra el contenido generado por IA con sus propias ideas e investigación.

A combination of lectures and practical workshops will be used, as well as group work.

Use of Artificial Intelligence (AI) – Level 3: Assistance with Human Control

In this course, the use of AI is aligned with Level 3: Partial Assistance with Human Control from the AI Assessment Scale by Perkins, Furze,



Roe & MacVaugh (2024).

AI generates part of the content: students may use AI tools to produce drafts, outlines, preliminary analyses, summaries, or examples. Subsequently, students review, adapt, improve, and integrate AI-generated content with their own ideas and research.

The final result must be coherent and reflect each student's own understanding and judgment. The interaction is primarily one-directional: AI produces, the human selects and modifies. AI-generated content must not exceed the student's own contribution.

Permitted uses of AI in this course:

- Create images and design prototypes for dishes, packaging, or menus.
- Test communication scenarios or outcomes with AI.
- To integrate information from different sources about the gastronomic sector.
- To cross-check communication campaign analyses.
- To create charts and data visualizations.

In all cases, students must clearly and unambiguously explain how AI was used and show the prompts employed.

Prohibited uses:

- Students may not use generative AI to write complete texts.
- Students may not use generative AI to produce complete summaries of articles or cases.
- Students may not use generative AI for data analysis. Please note that in case of doubt about AI use, an oral exam may be convened. The exam will be pen-and-paper and will verify whether the competences have been acquired.

Principles of use:

- Transparency: document how and when you used generative AI.
- Privacy: never upload sensitive data to open AI platforms.
- Plausibility: critically evaluate whether AI-generated results are consistent with the fundamentals covered in the course.

In-class Methodology: Activities

Lectures



Case study and problem resolution

CG07, CG10, CG15,
CG02, CG05, CG08, CG09

Non-Presential Methodology: Activities

Individual study



Project and case resolution

CG07, CG10, CG15,
CG02, CG05, CG08, CG09

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Clases participativas y expositivas	Actividades prácticas / resolución de problemas
15.00	15.00



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NON-PRESENTIAL HOURS

Estudio personal y documentación

Actividades prácticas / resolución de problemas

25.00

20.00

ECTS CREDITS: 3,0 (75,00 hours)

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Exam	See evaluation guide in Moodle.	50 %
Individual workshops	See evaluation guide in Moodle	10 %
Project	See evaluation guide in Moodle	20 %
Project	See evaluation guide in Moodle.	15 %

Ratings

Rubrics for grading will be included for each assignment.

Failure to attend one-third of the classes will result in the loss of the regular examination sitting (Article 93.c of the General Regulations).

Fraud or copying in any component of the assessment will be penalized in accordance with the provisions of the General Regulations (Article 168). This includes the improper use of ChatGPT or other generative artificial intelligence (GAI): "actions intended to falsify or defraud academic performance assessment systems." The consequences may range from "temporary expulsion for up to three months or a ban on taking examinations in the next examination sitting following the imposition of the sanction, in one or more of the subjects in which the student is enrolled, [...] in addition to receiving a failing grade (0) in the relevant subject, [...] [and] a ban on taking the examination for that subject in the following examination sitting." In this regard, any uses not permitted under the course rules will be considered improper (and therefore prohibited). In case of doubt, professors may require additional assessment activities to evaluate whether the required competencies have been acquired.

For ICADE OUT students, 100% of their grade will be based on the final examination. Students who do not pass the course in the resit examination will retain their practical-work grade and will retake the full examination. If they have not passed the practical work, they will be required to complete a special practical-work plan. Students taking the course in their third or subsequent examination sitting must complete a special practical-work plan (50%) and take the examination (50%). de ChatGPT u otra IAG within the framework of teamwork and course exercises/cases, as its use would seriously compromise the ability of these assessment systems to evaluate the student acquisition of the subject competences.



Certifications: As part of the course learning activities, each student may choose to complete a professional certification related to communication and digital marketing. The following certifications are recommended in the order they appear in the table, based on their alignment with the course objectives and competences. However, students may freely choose any of them according to their professional interests. Completing an optional certification will add 1 point to the overall course grade.

Certification	Description	Estimated Time
HubSpot Social Media Certification	Introduces the fundamentals of social media strategy, content creation, community management, and results measurement.	3-4 hours
HubSpot Inbound Marketing Certification	Explains how to attract, convert, and retain customers through content strategies and value communication.	4-5 hours
Meta Blueprint	Official Meta training on communication and marketing on Instagram and Facebook, including content, campaigns, and audiences.	3-6 hours*
Canva Design School	Develops basic competences in visual communication, content design, and creation of presentations and digital materials.	2-4 hours
Google Analytics Certification (GA4)	Introduce el uso de Google Analytics para interpretar el comportamiento de los usuarios y evaluar el rendimiento de canales digitales.	6-8 hours
SEMrush SEO Certification	Introduces the basic concepts of search engine optimization and content optimization to improve visibility.	4-6 hours
Google Ads Certification	Provides basic knowledge of planning, managing, and optimizing digital advertising campaigns in Google Ads.	4-6 hours

* *Meta Blueprint offers multiple courses and certifications. The time required will depend on the learning path chosen by the student.*

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Technical notes with analysis cases and other sources for personal study are available on moodle.

ESTRADE NIETO, J.M. et al. (2013) Marketing Digital. Marketing móvil, SEO y analítica web (Social Media), Anaya, Madrid.

RODRÍGUEZ ARDURA, I. (Coord). 2007. Estrategias y técnicas de comunicación. Una visión integrada de marketing. UOC, Barcelona.



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VÁZQUEZ MARTÍNEZ, U.J. (2022). Gastronomy and Place Branding. En: Research Anthology on Food and Hospitality Management. IGI Global.

MIQUENS, A. (2023). Food Communication and Marketing: Strategies for the Restaurant Industry. Routledge.

IAB, American Advertising Association, American Marketing Association, Home - Advertising Association, Generative AI in Advertising: 2026 Applications

Complementary Bibliography

SOLIS, B. (2011). The end of business as usual: Rewire the way you work to succeed in the consumer revolution. John Wiley & Sons, Londres.

SCOTT, D. M. (2013). The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. John Wiley & Sons.

TASNER, M. (2010). Marketing in the moment: the practical guide to using Web 3.0 marketing to reach your customers first. FT Press, Nueva York.

TUTEN, T.L. 2008. Advertising 2.0. Social media Marketing in a web 2.0 world. Praeger, Westford.

SPENCE, C. & PIQUERAS-FISZMAN, B. (2014). The Perfect Meal: The Multisensory Science of Food and Dining. Wiley-Blackwell.

LANG, M. & LEMMERER, A. (2019). Digital Food Marketing to Children and Adolescents. WHO Regional Office for Europe.

SANTAELLA LOPEZ, M. 2003. Derecho de publicidad. CIVITAS, Madrid.