



**RÉPUBLIQUE  
FRANÇAISE**

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## BAC PRO Catering Marketing and Services

Gap

**CPF** Formation éligible au CPF

**A** Formation réalisable en alternance

### The benefits of training

Accreditation to carry out the Contrôle en Cours de Formation (CCF)  
Professional experience of the team of EN teachers and CFA instructors on this BAC PRO.  
Apprenticeship course: 1,350 hours over 2 years. Individualised courses, from 1 to 2 years depending on individual situations.  
Pre-registration on the Netyparéo application portal:  
<https://greta-aix-marseille.ymag.cloud/index.php/preinscription/>  
Our indicators can be consulted on the site:  
[https://www.inserjeunes.education.gouv.fr/diffusion/etablissement?id\\_uai=0050009H](https://www.inserjeunes.education.gouv.fr/diffusion/etablissement?id_uai=0050009H)  
First training session, we do not have Quality indicators.  
Rate of interruptions during training: 0%  
Rate of breaches of apprenticeship contracts signed: 23%

## TRAINING

### OBJECTIVES

To become a qualified professional, operational in catering marketing and service activities and to do this:

- perform reception duties in French and English, marketing, animation and management, in all sectors and forms of catering;
- anchor their professional action in demanding regulations, particularly in the fields of hygiene, health and safety;
- anticipate and then react effectively to the behaviour of better informed and more demanding consumers.

### PROGRAMME

#### BC01 - Catering service design and organisation

Managing reservations, measuring customer satisfaction and building customer loyalty  
Valuing products, sales areas  
Maintain premises and equipment  
Organise set-up and take part in organisation  
Organise and allocate activities and tasks  
Adopt and ensure the adoption of a professional attitude and behaviour  
Apply and ensure the application of schedules  
Record supply requirements, Receive and check products delivered  
Perform deconditioning and repackaging operations  
Stock products  
Listen to customers  
Respect regulations, hygiene, health and safety rules  
Apply nutrition and dietetics principles  
Maintain overall quality by checking the sanitary, organoleptic and commercial quality of raw materials and products  
Manage contingencies linked to quality defects

#### BC02 - Marketing and management applied to catering

Communicate within a team, the structure, with suppliers, third parties  
Optimise the service  
Be part of a monitoring approach, research and development and continuous training  
Managing staff-related operational contingencies  
Optimising team performance  
Reporting on the monitoring of activities and results and implementing corrective actions  
Managing supplies by helping to draw up specifications, plan orders and deliveries  
Controlling stock movements  
Controlling costs: Regulate food and beverage consumption, improve productivity...  
Analysing sales: helping to set prices, monitoring sales, footfall, average bill, measuring the contribution of dishes to gross margin, managing unsold stock, measuring reaction to the "price"

Calculating and analysing costs and turnover

**BC03 - Communication, sales approach, organisation and implementation of services (bar, sommellerie, dishes)**  
BC04 - Mathematics  
BC05 - Health and environmental prevention  
BC06 - Modern language  
BC07 - French  
BC08 - History-geography-moral and civic education  
BC09 - Applied arts and artistic culture  
BC10 - Physical education and sport

## VALIDATION

- Diploma from the Ministry of National Education and Youth Level 4 (Baccalauréat, BP, BT)  
+ d'informations sur cette certification (RNCP37909, libellé exact du diplôme, nom du certificateur, date d'enregistrement de la certification) en cliquant sur :  
<https://www.francecompetences.fr/recherche/rncp/37909/>

## WHO SHOULD ATTEND?

### AUDIENCE

All audiences

### PREREQUISITES

BEP, CAP Commercialisation et services en HCR or première générale or equivalent professional experience.

Good physical stamina and the ability to adapt to working hours are recommended. Organisational skills, the ability to communicate and work as part of a team, and great curiosity are all desirable qualities.

## EDUCATIONAL ORGANISATION

### SESSION DATES

from 2 September 2024 to 30 June 2025 **DIVERS FINANCEMENTS**

**APPRENTICESHIP**

from 1 September 2025 to 30 June 2026 **DIVERS FINANCEMENTS**

**APPRENTICESHIP**

### DURATION

Maximum total duration of 5,250 hours, including 3,400 hours on the job and 1,850 hours at the training centre. The duration of the course is indicative and will be determined according to your profile.

### WORKFORCE

5 People

## TEACHING METHODS, EQUIPMENT AND FOLLOW-UP

### Teaching method

- Fully classroom-based training

### Teaching methods

- Group lessons

### Equipment

- Equipped technical platforms  
- Room equipped with networked computer workstations  
- Unmarked room with video projector

## Monitoring and individualisation

Positioning upstream of training entry.

## EXPERTISE OF PARTICIPANTS

Education Nationale certified teachers, Bac +3 trainers with significant experience in adult education, professional lecturers.

## ASSESSMENT AND CERTIFICATION PROCEDURES

Coursework assessment (CCF)

## FINANCING

### RATE

Total price including VAT: euros 7125.00

. This price is indicative and non-contractual. Depending on your status, this training course may be fully financed. Contact us.

## FINANCING

### Session from 02 September 2024 to 30 June 2026

Training on a sandwich course (apprenticeship or professional training contract).

Training eligible for the CPF.

This training on a sandwich course (apprenticeship or professional training contract) can be fully financed. It is also open to other audiences and may be covered by other partners/funders. Please contact us for more information.

### Session from 01 September 2025 to 30 June 2027

Training on a sandwich course (apprenticeship or professional training contract).

Training eligible for the CPF.

This training on a sandwich course (apprenticeship or professional training contract) can be fully financed. It is also open to other audiences and may be covered by other partners/funders. Please contact us for more information.

## HOW DO I REGISTER?

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Interview by appointment.

Positioning test by appointment.

Depending on the funding body, training is available between 15 and 45 days before the start of the course. Please contact us for further information.

## AFTER THE COURSE

Depending on personal abilities, the size of the establishments and after a period of adaptation, the bachelor can occupy the following positions: chef de rang, maître d'hôtel, assistant to the restaurant manager for the commercial catering sector, as well as for the collective catering sector.

All these positions depend on the size of the establishment as well as the type of catering practised. As an employee, his or her activity may take place in the commercial catering or mass catering sectors, in companies related to hotels and catering (agri-food, equipment manufacturers, etc).

Possibility of continuing studies at BTS level.

## AMENITIES

### Access for people with disabilities

Accessible to people with disabilities

## PRACTICAL INFORMATION

### CONTACTS

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Linda CHAOUCHE - Disability Officer

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### PLACE OF TRAINING

Lycée des métiers Sévigné | 6 rue Jean Macé | 05000 Gap

### ORGANIZATION

**GRETA-CFA Alpes Provence**

Headquarters : Lycée Dominique VILLARS 05000 Gap

Public reception Monday to Friday from 09.00 to 12.00 and from 14.00 to 17.00

Business registration number : 9305P000605