

Branch : Marketing and catering services



Code : MACASE

Option : Marketing and catering services

Level : Bac Pro

Prerequisites:

Opportunities:

Once they have obtained the Bac Pro, graduates can take up positions as head waiters or head waiters in traditional restaurants. They are assistant restaurant managers in commercial catering or collective catering (companies, hospitals, etc.). They can also work in the food industry.

Description :

Customer relations and marketing are the main functions of restaurant service staff. The Bac Pro trains professionals who coordinate the activities of the restaurant team, such as setting up the restaurant's dining room and serving food and drinks. You must be able to deal with customers, listen to them and build customer loyalty. Graduates start out as head waiters, maître d'hôtel or assistant to the restaurant manager depending on the establishment (traditional, gastronomic or collective restaurant). The mastery of two foreign languages allows them to consider working abroad.

Quality and competences :

This vocational baccalaureate helps students acquire skills in customer reception and service in all types of catering establishments: restaurant, bar, hotel room, etc.

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Management and business courses will enable them to optimise commercial policy and customer relations. The aim is to develop a perfect knowledge of the products marketed in restaurants in order to sell them.

The training in catering allows students to reflect on the activity of a restaurant, to better take into account the needs of the clientele and the evolution of the sector such as the integration of sustainable development in the activity.

The foreign language courses should enable students to welcome foreign customers and even to work abroad.