



**RÉPUBLIQUE
FRANÇAISE**

*Liberté
Égalité
Fraternité*



BAC PRO Catering Marketing and Services

Manosque

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.
1st training session, we have no Quality indicators.

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

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 1 September 2025 to 30 June 2026

DIVERS FINANCEMENTS
APPRENTICESHIP

DURATION

Maximum total duration of 5,250 hours, including 1,500 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

8 people

TEACHING METHODS, EQUIPMENT AND FOLLOW-UP

Teaching method

- Fully classroom-based training

Teaching methods

- Classroom examination

Equipment

- Room equipped with networked computer workstations

Monitoring and individualisation

Positioning prior to entry to the course.

Interviews, remediation with the educational referent and/or company referent during the course.

EXPERTISE OF PARTICIPANTS

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

ASSESSMENT AND CERTIFICATION PROCEDURES

Tests at the end of training (One-off assessment) .

FINANCING

RATE

Hourly rate incl. VAT: euros 9.00

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

FINANCING

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.

https://bit.ly/Preins_Alpes_Provence

Apprenticeship training: Training is available within a minimum of 48 hours subject to validation of your application as well as the position in the company (diploma compliance).

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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PLACE OF TRAINING

Lycée des Métiers Martin Bret | Allée du parc | 04100 Manosque

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