

Academic subject: FOOD ECONOMICS AND MARKETING			
Degree Class: LM86		Degree Course: Safety and Health of Food of Animal Origin	
		Academic Year: 2020/2021	
		Kind of class: mandatory	Year: II
			Period: II semester
			ECTS:6 divided into ECTS lessons: 6 ECTS exe/lab/tutor:
Time management, hours, in-class study hours, out-of-class study hours lesson: 60 exe/lab/tutor: in-class study: out-of-class study: 90			
Language: Italian	Compulsory Attendance: no		
Subject Teacher: Annalisa De Boni	Tel: 0805442888 e-mail: annalisa.deboni@uniba.it	Office: Department of Scienze Agroambientali e Territoriali Via G Amendola 165/a Bari Room Floor 2	Office days and hours: From Monday to Friday by appointment by e- mail
Prerequisites: Basic knowledge of mathematics			
Educational objectives: The specific educational objective of the course is to provide the student with the knowledge, skills and analytical tools useful to use the levers of the marketing mix. The skills acquired will allow you to define, plan and manage business marketing strategies, with a view to market and consumer satisfaction. Attendance at the course will provide tools and skills useful for the drafting of marketing plans and technical-scientific reports related to the planning of marketing actions of food production. Moreover they will be acquired basic competences relative to the appraisals of environmental sustainability and the instruments and methods for its communication to the consumer			
Expected learning outcomes (according to Dublin Descriptors)	<p>Knowledge and understanding: Knowledge of the principles of economic behaviour of market players for planning activities and evaluating economic performance; knowledge of marketing tools, with particular reference to the agro-food sector and consumer behaviour; Ability to critically analyse the main trends in the food market in order to develop planning and management of corporate marketing strategies of food products</p> <p>Applying knowledge and understanding: Students will know how to apply a strategic approach to the production processes of food of animal origin in particular innovative ones; they will acquire ability to propose improvement strategies for existing products and to contribute to the design of new products in the light of new trends in food consumption and the evolution of the socio-economic context and to assess company production processes in terms of sustainability</p> <p>Making judgements: Through the collection and analysis of market data and consumption trends students will be able to improve marketing planning, to identify potential markets and to propose organizational and management solutions to meet consumer demand.</p> <p>Communication: Participation in all learning activities will help students to describe and communicate with appropriate technical language, information, ideas, problems, related technical solutions and operational marketing choices to interlocutors, specialists and not, belonging to the different categories and types of operators involved in the agro-food chains., moreover they will improve their ability to set collaborative relationships within a group.</p>		

Lifelong learning skills: Students will be able to deepen their knowledge and to acquire new experiences through data collection and analysis. Moreover, they will be autonomous in using marketing tools to understand and manage the enterprise's position on the market.

Course program

Introduction: the agri-food market structure and evolution. Marketing in the agro-food business: marketing and marketing management theories in the agri-food sector. Marketing analysis: evolution of consumer and organization purchasing preferences and behaviour; market segmentation; analysis of the competitive system, Porter's model. Strategic planning and marketing plan: segmentation, target and market positioning; marketing mix development: the 4 p (product, price, point of sale, promotion); Marketing and sustainability: tools and methodologies for the assessment of the impacts and sustainability of food production.

Teaching methods: Lectures analysis and case study, classroom discussions

Auxiliary teaching:

The lessons will be conducted with the help of presentations Power point and case study material, available to students in pdf format.

Assessment methods: The final exam will consist of an oral exam on the topics developed during the lessons. The evaluation of the student's preparation will be based on criteria pre-established criteria, as detailed in the Teaching Regulations of the Second Cycle Degree Course in Safety and Health of Food of Animal Origin (LM86). Student can take a partial test on the first part of the program (3 CFU) concerning a case study, that will be discussed during the examination. The evaluation will be carried out on the basis of the criteria of consistency with the topics of the part of the programme covered, the quality of the treatment, the analytical capacity, and the level of structuring of the arguments. The partial test is considered exceeded by obtaining a minimum vote of 18 out of 30. The result of this test will contribute to the evaluation of the profit exam and will be valid for one academic year. For students who have taken the partial test of, achieving a minimum grade of 18 out of 30, the final profit exam will be evaluated on the remaining part of the program whose grade will be expressed in thirtieths and will average with the grade obtained at the test of exemption. For students who have not taken the test, or who have taken it with a score of less than 18 out of 30, the final exam will refer to the whole program.

Bibliography:

- A. Foglio (2007) Il Marketing agroalimentare, Franco Angeli, Milano
- Peter J.P., Donnelly J.H.Jr., Pratesi C.A. (VII edizione). Marketing, McGraw-Hill Ed.