

General information	
Academic subject	<b>FOOD ECONOMICS AND MARKETING</b>
Degree course	Safety and Health of Food of Animal Origin
Academic Year	2021-22
European Credit Transfer and Accumulation System (ECTS)	6
Language	Italian
Academic calendar (starting and ending date)	2nd semester
Attendance	Not mandatory

Professor/ Lecturer	
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Virtual headquarters	Teams
Tutoring (time and day)	From Monday to Thursday, after appointment by e- mail

Syllabus	
<b>Learning Objectives</b>	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, basic competences relative to the appraisals of environmental sustainability and the instruments and methods for its communication to the consumer will be acquired.
<b>Course prerequisites</b>	Basic knowledge of microeconomics with particular reference to the economic theory of the exchange of economic goods.
<b>Contents</b>	Introduction: the agro-food market structure and evolution. Marketing in the agro-food business: marketing and marketing management theories in the agro-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, place, promotion). Marketing and sustainability: tools and methodologies for the assessment of the impacts and sustainability of food production.
<b>Books and bibliography</b>	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. Supplementary material and case studies will be available before lessons on the Teams platform or similar.
<b>Additional materials</b>	

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours

<b>Hours</b>			
150	60	0	90
<b>ECTS</b>			
6	6		
<b>Teaching strategy</b>	<i>Lectures, analysis of case studies, classroom discussions. The lessons will be supported by Power point presentations and case study material will be available to students in pdf format before each lesson.</i>		
<b>Expected learning outcomes</b>			
<b>Knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>○ the principles of economic behaviour of market players for planning activities and evaluating economic performance;</li> <li>○ marketing tools, with particular reference to the agro-food sector and consumer behaviour;</li> <li>○ Critical analysis of the main trends in the food market in order to develop planning and management of corporate marketing strategies of food products.</li> </ul>		
<b>Applying knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>○ strategic approaches to the production processes of food of animal origin in particular innovative ones;</li> <li>○ proposing improvement strategies for existing products</li> <li>○ contributing to the design of new products in the light of new trends in food consumption and the evolution of the socioeconomic context and to assess company production processes in terms of sustainability;</li> </ul>		
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>● <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> <li>○ improving marketing planning</li> <li>○ identifying potential markets and to propose organizational and management solutions to meet consumer demand.</li> </ul> </li> <li>● <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ describing and to 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.</li> <li>○ to set collaborative relationships within a group.</li> </ul> </li> <li>● <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ Deepening of knowledge and acquiring new expertise through data collection and analysis. Moreover, students will be autonomous in using marketing tools to understand and manage the enterprise's position on the market</li> </ul> </li> </ul>		

<b>Assessment and feedback</b>	
Methods of assessment	
Evaluation criteria	<ul style="list-style-type: none"> <li>● <i>Knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Describing the food market in its structural characteristics and its recent evolution in the socio-economic context</li> </ul> </li> <li>● <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ critically analysing the phenomena and patterns of behaviour of consumers and businesses for proper marketing planning</li> </ul> </li> <li>● <i>Autonomy of judgment</i> <ul style="list-style-type: none"> <li>○ To propose innovative products and related marketing strategies</li> </ul> </li> <li>● <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Communicating the results of analyses and proposals also through the submission of case studies</li> </ul> </li> <li>● <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ Proposing suitable methodologies for the collection of data and information and</li> </ul> </li> </ul>

	marketing approaches suitable for the resolution of the proposed problems.
Criteria for assessment and attribution of the final mark	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 passed 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 achieving a minimum score 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 partial test. For students who have not taken or passed the partial test, the final exam will refer to the whole program
<b>Additional information</b>	