

<b>General Information</b>	
Academic subject	Agrofood Marketing and Valorization Strategies
Degree course	Master programme: Agro-environmental sciences
Curriculum	Agricultural sciences
ECTS credits	6
Compulsory attendance	no
Language	Italian

<b>Subject teacher</b>	Name Surname	Mail address	SSD
	Bernardo C. de Gennaro	bernardocorrado.degennaro@uniba.it	AGR/01

<b>ECTS credits details</b>			ETCs
Basic teaching activities	4 ECTS Lectures	2 ECTS field classes	6

<b>Class schedule</b>	
Period	I semester
Year	second
Type of class	Lecture- workshops, field classes

<b>Time management</b>	
Hours	150
In-class study hours	60
Out-of-class study hours	90

<b>Academic calendar</b>	
Class begins	28/09/2020
Class ends	22/01/2021

<b>Syllabus</b>	
Prerequisites/requirements	Basic knowledge of microeconomics, demand theory and consumer behavior. Knowledge of basic business management concepts. Knowledge of the main Mediterranean food supply-chains
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ Scientific and cultural knowledge to understand in a critical and in-depth way the recent developments in the agro-food system and the consequent implications on the typical food value chains</li> </ul> <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ Skill to apply a strategic approach to the designing and realization of promotion campaign of typical food</li> <li>○ Skill to design a collective promotion project of a typical product</li> </ul> <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> <li>○ Skills to correctly orient the research for collective promotion plans in line with market trends and the evolution of the socio-economic context</li> <li>○ Skills to correctly orient the research of information and data to improve the planning of promotion activities</li> </ul> <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ Skills to describe the main trends in national and international food demand and the consequent operational marketing choices</li> </ul> <p><i>Capacities to continue learning</i></p> <ul style="list-style-type: none"> <li>○ Updating the knowledge about the interactions between the evolution of national and international food demand and the resulting choices in terms of designing typical food promotion programs</li> </ul>

	The results of the expected learning, in term of knowledge and ability, are listed in the Annex A of the Didactic Regulation of the Bachelor Course (expressed by the European descriptors of the study title).
Contents	<ul style="list-style-type: none"> <li>• Presentation of the course</li> <li>• Basic concepts: evolution of the agri-food system: markets, consumption patterns,</li> <li>• Birth and evolution of marketing</li> <li>• Marketing and the Environment</li> <li>• Globalization and implications for agri-food systems</li> <li>• Territory and valorization of typical products</li> <li>• Specificity of typical product marketing</li> <li>• Marketing and collective promotion for typical and quality products</li> </ul>
<b>Course program</b>	
Bibliography	<ul style="list-style-type: none"> <li>• Lecture notes and educational supplies provided during the course.</li> <li>• AA.VV. Guida per la valorizzazione dei prodotti agroalimentari tipici, ARSIA, Firenze, 2006</li> </ul>
Notes	<p><b>Examples of websites</b></p> <ul style="list-style-type: none"> <li>• <a href="https://www.qualivita.it/">https://www.qualivita.it/</a></li> <li>• <a href="http://www.ismeamercati.it/analisi-e-studio-filiere-agroalimentari">http://www.ismeamercati.it/analisi-e-studio-filiere-agroalimentari</a></li> </ul>
Teaching methods	<p>Lectures will be presented through PC assisted tools (PowerPoint, video). Field classes, reading of regulations and case studies will be experienced.</p> <p>Lecture notes and educational supplies will be provided by means of online platforms (i.e.: Edmodo)</p>
Assessment methods (indicate at least the type written, oral, other)	<p>The students attending the lectures may have a middle-term preliminary exam, consisting of an oral test, relative to the first part of the program, which will be considered valid for a year. The results of this exam will concur to the final evaluation. The exam consists of an oral dissertation on the topics developed during the theoretical and theoretical-practical lectures in the classroom and in the laboratory / production farms, as reported in the Academic Regulations for the Master Degree (article 10) and in the study plan (Annex A). The evaluation of the preparation of the student occurs on the basis of established criteria, as detailed in Annex A of the Academic Regulations for the Master Degree. For students who have done the middle-term preliminary exam, the evaluation of the final exam will be expressed in thirtieths.</p>
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<ul style="list-style-type: none"> <li>• <i>Knowledge and comprehension ability</i> <ul style="list-style-type: none"> <li>○ Knowledge and understanding of main trends in the typical food market and the socio-economic environment</li> </ul> </li> <li>• <i>Knowledge and applied comprehension ability</i> <ul style="list-style-type: none"> <li>○ Understanding of the phenomena and processes to be analyzed for a proper collective promotion planning and implementation for a typical food</li> </ul> </li> <li>• <i>Autonomy of judgement</i> <ul style="list-style-type: none"> <li>○ Expressing reasonable hypotheses about designing of a collective</li> </ul> </li> </ul>

	<p style="text-align: center;">promotion campaign</p> <ul style="list-style-type: none"> <li>• <i>Communication skills</i> <ul style="list-style-type: none"> <li>○ Describing the main aspects of collective marketing strategies presented as case studies</li> </ul> </li> <li>• <i>Learning ability</i> <ul style="list-style-type: none"> <li>○ Expressing a possible approach to collecting data and information to define a correct marketing approach for typical food</li> </ul> </li> </ul>
Further information	<b>Visiting hours</b> from Monday to Friday in the afternoon by appointment only