

**COURSE OF STUDY** *Master degree: : Agro-environmental sciences*
**ACADEMIC YEAR** *2023-2024*
**ACADEMIC SUBJECT** *Agrofood Marketing and Valorization Strategies*

General information	
Year of the course	<i>second</i>
Academic calendar (starting and ending date)	<i>first semester (25 september 2023 - 19 january 2024)</i>
Credits (CFU/ETCS):	6
SSD	<i>Rural economy and valuation (AGR/01)</i>
Language	<i>Italian</i>
Mode of attendance	<i>No Compulsory</i>

Professor/ Lecturer	
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Department and address	<i>DiSSPA</i>
Virtual room	<i>Microsoft Teams</i>
Office Hours (and modalities: e.g., by appointment, on line, etc.)	<i>Monday-Thursday in the afternoon 15,00-17,0 by appointment only</i>

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
<i>150</i>	<i>32</i>	<i>28</i>	<i>90</i>
CFU/ETCS			
<i>6</i>	<i>4</i>	<i>2</i>	

<b>Learning Objectives</b>	The course aims to provide adequate scientific-cultural knowledge to critically and in-depth understand the recent evolutions of the agri-food system and the consequent implications on the processes of value creation in the supply chains of quality food products linked to a specific territory. It also provides the basic knowledge of marketing applied to typical and quality products in order to ensure the acquisition of methods and tools for their adequate valorisation on the market.
<b>Course prerequisites</b>	Basic knowledge of microeconomics, demand theory and consumer behaviour. Knowledge of basic business management concepts. Knowledge of the main food supply-chains.

<b>Teaching strategy</b>	Lectures will be presented through PC assisted tools (PowerPoint, video). Field classes, reading and discussion of case studies will be experienced. Lecture notes and educational supplies will be provided by means of online platforms.
<b>Expected learning outcomes in terms of</b>	
<b>Knowledge and understanding</b>	<ul style="list-style-type: none"> <li>Scientific and cultural knowledge to understand in a critical and in-depth</li> </ul>

<b>on:</b>	way the recent developments in the agro-food system and the consequent implications on the typical food value chains
<b>Applying knowledge and understanding on:</b>	<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>
<b>Soft skills</b>	<p><i>Making informed judgments 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>
<b>Syllabus</b>	
<b>Content knowledge</b>	<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 valorisation of typical products</li> <li>• Specificity of typical product marketing</li> <li>• Marketing and collective promotion for typical and quality products</li> </ul>
<b>Texts and readings</b>	<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>
<b>Notes, additional materials</b>	<ul style="list-style-type: none"> <li>• Scientific papers</li> </ul>
<b>Repository</b>	All teaching material will be available to students on web platforms (class Teams).

<b>Assessment</b>	
<b>Assessment methods</b>	<p>The exam consists of an oral test divided in two parts: the first relating to the presentation and discussion of a case study chosen by the student and a second on the topics developed during the theoretical and theoretical-practical lectures in the classroom, as reported in the Academic Regulations for the Master Degree and in the study plan (Annex A).</p> <p>Students attending at the lectures may have a middle-term preliminary exam, consisting of an oral test, relative to the first part of the program, which will concur to the final evaluation and will be considered valid for a year.</p> <p>The evaluation of the preparation of the student occurs on the basis of established criteria of the Academic Regulations for the master degree of Agro-</p>

	<p>environmental sciences .</p> <p>The exam for foreign students may be conducted in English as described above.</p>
Assessment criteria	<p><i>Knowledge and understanding</i></p> <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> <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>• Understanding of the phenomena and processes to be analysed for a proper collective promotion planning and implementation for a typical food</li> </ul> <p><i>Autonomy of judgment</i></p> <ul style="list-style-type: none"> <li>• Expressing reasonable hypotheses about designing of a collective promotion campaign</li> </ul> <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>• Describing the main aspects of a communication process and possible interaction with purchase decision</li> </ul> <p><i>Communication skills</i></p> <ul style="list-style-type: none"> <li>• Describing the main aspects of collective marketing strategies presented as case studies</li> </ul> <p><i>Capacities to continue learning</i></p> <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>
Final exam and grading criteria	<p>The assessment of the student's preparation is based on predetermined criteria in accordance with the Didactic Regulations of the Master's Degree Course. The Examination Committee has a score ranging from a minimum of 18 to a maximum of 30 points for a positive assessment of the student's performance. By unanimous vote of its members, the Board may award honours in cases where the final mark is 30.</p>
<b>Further information</b>	
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