

General Information	
Academic subject	Food Marketing
Degree course	Master programme: Food Science and Technology
ECTS credits	6 ECTS
Compulsory attendance	No
Teaching language	Italian

Subject teacher	Name Surname	Mail address	SSD
	<b>Bernardo C. de Gennaro</b>	<a href="mailto:bernardocorrado.degennaro@uniba.it">bernardocorrado.degennaro@uniba.it</a>	AGR/01

ECTS credits details	
Basic teaching activities	4 ECTS Lectures   2 ECTS field classes

Class schedule	
Period	I semester
Course year	Second
Type of class	Lectures, workshops, field classes

Time management	
Hours	150
In-class study hours	60
Out-of-class study hours	90

Academic calendar	
Class begins	September 30 <sup>th</sup> , 2019
Class ends	January 17 <sup>th</sup> , 2020

Syllabus	
Prerequisites/requirements	Basic knowledge of microeconomics, demand theory and consumer behavior. Knowledge of basic business management concepts. Knowledge of the main food supply-chains
Expected learning outcomes	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ Ability to critically analyze the main trends in the food market in order to develop planning and management of corporate food marketing strategies</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 design and realization of food and innovative food</li> <li>○ Skill to define marketing planning processes within the company's strategic planning</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 innovative marketing solutions in line with market trends and the evolution of the socio-economic environment</li> </ul> <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ Describing the main trends in national and international food demand and the consequent operational marketing policies</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 the marketing environment and business strategies of food company</li> </ul> <p>The expected learning outcomes, in terms of both knowledge and skills, are provided in Annex A of the Academic Regulations of the Degree in Food Science and Technology (expressed through the European Descriptors of the qualification)</p>

Contents	<ul style="list-style-type: none"> <li>• Marketing: Birth and Evolution</li> <li>• Marketing and the Environment</li> <li>• Competitive system analysis</li> <li>• Evolution of consumer preferences</li> <li>• Strategic planning and marketing plan:</li> <li>• Target segmentation and positioning</li> <li>• Development and management of Marketing mix</li> <li>• Product development and management</li> <li>• Pricing</li> <li>• Selling and sale management</li> <li>• The promotion</li> </ul>
Course program	
Reference books	<ul style="list-style-type: none"> <li>• Lecture notes and educational supplies provided during the course.</li> <li>• A. Foglio (2007) Il Marketing agroalimentare, Franco Angeli, Milano</li> <li>• Scientific reviews</li> </ul> <p>Additional readings:</p> <ul style="list-style-type: none"> <li>• G. Antonelli (a cura di) Marketing agroalimentare, Franco Angeli, Milano 2004</li> <li>• M. J. Baker (Ed.) (2003) The Marketing Book, BH editing</li> </ul>
Notes	
Teaching methods	<p>Lectures will be presented through PC assisted tools (PowerPoint, video). Field classes, reading of regulations and case studies will be experienced. Lecture notes and educational supplies will be provided by means of email or online platforms (i.e.: Edmodo, Google Drive etc.)</p>
Evaluation methods	<p>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 plants, as reported in the Academic Regulations for the Master Degree in Food Science and Technology (article 9) 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, as detailed in Annex B of the Academic Regulations for the Master Degree in Food Science and Technology.</p> <p>Non-Italian students may be examined in English language, according to the aforesaid procedures.</p>
Evaluation criteria	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ Describing the main trends in the food market and the socio-economic environment</li> </ul> <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ Describing phenomena and processes to be analyzed for a proper marketing planning and implementation</li> </ul> <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> <li>○ Expressing reasonable hypotheses about designing innovative products and marketing strategies</li> </ul> <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>○ Describing the main aspects of operational marketing policies 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 food</li> </ul>
Receiving times	From Monday to Friday in the afternoon by appointment only