

General information	
Academic subject	Food Marketing
Degree course	Master programme: Food Science and Technology (LM 70)
Academic Year	Second
European Credit Transfer and Accumulation System (ECTS)	6 ECTS
Language	<i>Italian</i>
Academic calendar (starting and ending date)	<i>February 27<sup>th</sup>, 2023 – June 16<sup>th</sup>, 2023</i>
Attendance	<i>No Compulsory</i>

Professor/ Lecturer	
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Department and address	<i>DiSSPA</i>
Virtual headquarters	<i>Microsoft Teams</i>
Tutoring (time and day)	<i>Monday-Friday in the afternoon 15,00-17,0 by appointment only</i>

Syllabus	
<b>Learning Objectives</b>	<i>The course aims to provide the skills inherent the strategic and operational marketing applied to food production. This is in order to make students acquire the skills useful for participation in marketing planning processes</i>
<b>Course prerequisites</b>	<i>Basic knowledge of microeconomics, demand theory and consumer behavior. Knowledge of basic business management concepts. Knowledge of the main food supply-chains</i>
<b>Contents</b>	<ul style="list-style-type: none"> <li>• <i>Marketing: Birth and Evolution</i></li> <li>• <i>Marketing and the Environment</i></li> <li>• <i>Competitive system analysis</i></li> <li>• <i>Evolution of consumer preferences</i></li> <li>• <i>Strategic planning and marketing plan:</i></li> <li>• <i>Target segmentation and positioning</i></li> <li>• <i>Development and management of Marketing mix</i></li> <li>• <i>Product development and management</i></li> <li>• <i>Pricing</i></li> <li>• <i>Selling and sales management</i></li> <li>• <i>The promotion</i></li> </ul>
<b>Books and bibliography</b>	<ul style="list-style-type: none"> <li>• <i>Lecture notes and educational supplies provided during the course.</i></li> <li>• <i>A. Foglio (2007) Il Marketing agroalimentare, Franco Angeli, Milano</i></li> <li>• <i>Scientific reviews</i></li> <li>• <i>Additional readings:</i></li> <li>• <i>G. Antonelli (a cura di) Marketing agroalimentare, Franco Angeli, Milano 2004</i></li> <li>• <i>M. J. Baker (Ed.) (2003) The Marketing Book, BH editing</i></li> </ul>
<b>Additional materials</b>	<i>Notes, slides and other bibliographic materials will be furnished during the course</i>

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/Self-study hours
<b>Hours</b>			
150	32	28	90
<b>ECTS</b>			
6	4	2	
<b>Teaching strategy</b>		<i>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</i>	
<b>Expected learning outcomes</b>		<i>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)</i>	
<b>Knowledge and understanding on:</b>		<i>Ability to critically analyze the main trends in the food market in order to develop planning and management of corporate food marketing strategies</i>	
<b>Applying knowledge and understanding on:</b>		<ul style="list-style-type: none"> <li>• <i>Skill to apply a strategic approach to the design and realization of food and innovative food</i></li> <li>• <i>Skill to define marketing planning processes within the company's strategic planning</i></li> </ul>	
<b>Soft skills</b>		<p><i>Making informed judgments and choices</i> Skills to correctly orient the research for innovative marketing solutions in line with market trends and the evolution of the socio-economic environment</p> <p><i>Communicating knowledge and understanding</i> Describing the main trends in national and international food demand and the consequent operational marketing policies</p> <p><i>Capacities to continue learning</i> Updating the knowledge about the interactions between the evolution of the marketing environment and business strategies of food company</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).			

Assessment and feedback	
Methods of assessment	<p><i>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 in Food Science and Technology (article 9) and in the study plan (Annex A).</i></p> <p><i>Students attending at the lectures may have a middle-term preliminary exam, consisting of a written test, relative to the first part of the program, which will concur to the final evaluation and will be considered valid for a year.</i></p> <p><i>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 Bachelor's degree in food science and Technology.</i></p> <p><i>The foreign student's profit test can be done in English in the way described above.</i></p>
Evaluation criteria	<i>Knowledge and understanding</i>

	<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>
Criteria for assessment and attribution of the final mark	<p><i>The evaluation criteria that contribute to the attribution of the final mark will be: knowledge and understanding, the ability to apply knowledge, autonomy of judgment, i.e. the ability to criticize and formulate judgments, communication skills</i></p>
<b>Additional information</b>	