

COURSE OF STUDY *Master degree: Food Science and Technology (LM70)*
ACADEMIC YEAR 2023-2024
ACADEMIC SUBJECT *Food Marketing*

General information	
Year of the course	<i>second</i>
Academic calendar (starting and ending date)	<i>Second semester (February 26th – June 7th, 2024)</i>
Credits (CFU/ETCS):	6
SSD	<i>Rural economy and appraisal (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>	

Learning Objectives	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.
Course prerequisites	Basic knowledge of microeconomics, demand theory and consumer behaviour. Knowledge of basic business management concepts. Knowledge of the main food supply-chains.

Teaching strategie	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.
Expected learning outcomes in terms of	
Knowledge and understanding on:	<ul style="list-style-type: none"> Ability to critically analyse the main trends in the food market in order to develop planning and management of corporate food marketing strategies.
Applying knowledge and understanding on:	<ul style="list-style-type: none"> Skill to apply a strategic approach to the design and realization of food and innovative food

	<ul style="list-style-type: none"> • Skill to collaborate in the definition of marketing planning processes within the company's strategic planning
Soft skills	<ul style="list-style-type: none"> • <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 • <i>Communicating knowledge and understanding:</i> Describing the main trends in national and international food demand and the consequent operational marketing policies • <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
Syllabus	
Content knowledge	<ul style="list-style-type: none"> • Marketing: Birth and Evolution • Marketing and the Environment • Competitive system analysis • Evolution of consumer preferences • Strategic planning and marketing plan: • Target segmentation and positioning • Development and management of Marketing mix • Product development and management • Pricing • Selling and sales management • The promotion
Texts and readings	<ul style="list-style-type: none"> • Lecture notes and educational supplies provided during the course. • M. J. Baker (Ed.) (2003) The Marketing Book, BH editing • Scientific reviews
Notes, additional materials	<ul style="list-style-type: none"> • Scientific papers
Repository	All teaching material will be available to students on web platforms (class Teams).

Assessment	
Assessment methods	<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. Students 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 one academic year (Art. 4 of the Didactic Regulations of the Master's Degree Course in Food Science and Technology). The result of the mid-term exam is communicated by publication in the student's electronic register and contributes to the assessment of the profit examination by means of calculation of the weighted average.</p> <p>The exam for foreign students may be conducted in English as described above.</p>
Assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding: <ul style="list-style-type: none"> ○ Describing the main trends in the food market and the socio-economic environment • Applying knowledge and understanding: <ul style="list-style-type: none"> ○ Describing phenomena and processes to be analysed for a proper marketing planning and implementation • Autonomy of judgment: <ul style="list-style-type: none"> ○ Expressing reasonable hypotheses about designing innovative products and marketing strategies

	<ul style="list-style-type: none"> • Communicating knowledge and understanding: <ul style="list-style-type: none"> ○ Describing the main aspects of operational marketing policies presented as case studies • Communication skills: <ul style="list-style-type: none"> ○ Communicating the theoretical acquired concepts using the appropriate scientific language of food marketing; • Capacities to continue learning: <ul style="list-style-type: none"> ○ Expressing a possible approach to collecting data and information to define a correct marketing approach for food
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 in Food Science and Technology (art. 4).</p> <p>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>
Further information	