

Academic subject: Marketing of food products			
Degree Class: LM-7		Degree Course: Biotechnologies for the quality and the healthiness of nutrition	
		Academic Year: 2020/2021	
		Kind of class: mandatory	Year: Period:
			ECTS: divided into ECTS lessons: 6 ECTS exe/lab/tutor:
Time management, hours, in–class study hours, out–of–class study hours lesson: exe/lab/tutor: in–class study: 48 out–of–class study: 102			
Language: Italian	Compulsory Attendance: no		
Subject Teacher: Domenico Carlucci	Tel: 0805442890 e–mail: domenico.carlucci@uniba.it	Office: DISAAT Department Room Floor 2	Office days and hours: Tuesday, Wednesday, Thursday 11.30 – 13.30 after appointment
Prerequisites:			
Educational objectives: The course aims to provide basic knowledges on the main issues of marketing management in small, medium and large food enterprises.			
Expected learning outcomes (according to Dublin Descriptors)	Knowledge and understanding: The student will know and understand the main issues of marketing management and related specificities of application in small, medium and large food enterprises.		
	Applying knowledge and understanding: The student will be able to apply the knowledge and the understanding of marketing issues in the design of innovative food products according to a market-oriented approach.		
	Making judgements: The student will be able to formulate autonomously a correct evaluation of the consistency between a specific product and/or process innovation and the needs expressed by a specific market target.		
	Communication: The student will be able to discuss effectively the main issues of marketing even in the context of a multidisciplinary working team.		
	Lifelong learning skills: The student will acquire sufficient learning skills to deal with subsequent in-depth studies and/or updates on the issues of marketing concerning food products.		
Course program:			
<ol style="list-style-type: none"> 1. Introduction. Marketing as discipline. Marketing as "philosophy". Marketing as a business function. Structure of Marketing Management. 2. Marketing analysis. The macro-environment: market demand, population, economy, technology, political framework, socio-cultural context. The micro-environment: suppliers, customers, competitors. The internal environment. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). 3. Consumer purchasing behaviour. Kotler's stimulus-response model. General characteristics of buyers: culture, social class, reference groups, purchasing roles. Personal characteristics of buyers: age, job, economic situation, lifestyle, personality. Psychological factors: motivation, Maslow's pyramid of needs, motivation, learning. The 			

purchasing process: perception of need, seeking information, evaluating alternatives, purchasing decision, post-purchase behaviour. Types of purchasing process: complex, reduction of dissonance, habitual, search for variety.

4. **The main drivers of purchasing choices about food products.** Income growth. Change in the role of women. Destructuring of traditional meals. Destructuring of traditional family. Greater attention to health. Greater attention to environmental protection. Greater attention to social and ethical issues. Greater attention to hedonistic aspects of food.
5. **Strategic planning.** Market segmentation. Segmentation techniques: geographic, demographic, psychographic, behavioral, expected benefits. Targeting: target requirements, targeting strategies (concentrated, differentiated, undifferentiated). Positioning. Business objectives. Growth strategies: market penetration, market development, product development, diversification.
6. **Operational Marketing.** Product: product concept, packaging, brand, label, product certification, product life cycle. Distribution: commercial channels, direct channel (direct sales), short channel (traditional and specialized retail, HO.RE.CA., GDO), long channel (wholesalers). Pricing: analysis of internal costs, product life cycle, product positioning, discounts and promotions. Promotion: "pull" and "push" promotion, advertising, content of advertisement message, channels to convey advertisement messages.
7. **Monitoring and control.** Profitability: financial statements analysis. Customer satisfaction: systems for reporting complaints and suggestions, customer satisfaction surveys, analysis of lost customers, simulated purchases.

Teaching methods:

The topics of the course will be discussed through MS Power Point presentations.

Auxiliary teaching:

Upon request, all students will be provided with a full copy of MS Power Point presentations used for the lessons.

Assessment methods:

The exam consists of an oral test that will focus on the topics discussed during the classroom lessons. Only for students enrolled in the current year of the teaching course, there is a partial test which consists of an oral test that will focus on the topics discussed by the date of the partial test.

Bibliography:

- Kotler P., Armstrong G., Saunders J., Wong V. – Principi di Marketing, ISEDI, Torino
- Castellet M. – Marketing Management, Franco Angeli, Milano
- Foglio A. – Il Marketing Agro-alimentare, Franco Angeli, Milano