

General information	
Academic subject	<i>Marketing of food products</i>
Degree course	<i>Biotechnologies for the quality and the healthiness of nutrition</i>
Academic Year	<i>2021/2022</i>
European Credit Transfer and Accumulation System (ECTS)	<i>6 ECTS</i>
Language: <i>Italian</i>	
Academic calendar (starting and ending date)	<i>04/10/2021 – 28/01/2022</i>
Attendance	<i>No mandatory</i>

Professor/ Lecturer	
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Department and address	
Virtual headquarters	
Tutoring (time and day)	<i>Monday-Friday 10.30-13.30 teacher room by appointment</i>

Syllabus	
Learning Objectives	
Course prerequisites	
Contents	<p>1. Introduction. Marketing as discipline. Marketing as "philosophy". Marketing as a business function. Structure of Marketing Management.</p> <p>2. Marketing analysis. Macro-environment: market demand, population, economy, technology, political framework, socio-cultural context. Micro-environment: suppliers, customers, competitors. The internal environment. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).</p> <p>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: 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.</p> <p>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.</p> <p>5. Strategic planning. Market segmentation. Segmentation techniques: geographic, demographic, psychographic, behavioral, expected benefits.</p>

	<p><i>Targeting: target requirements, targeting strategies (concentrated, differentiated, undifferentiated). Positioning. Business objectives. Growth strategies: market penetration, market development, product development, diversification.</i></p> <p>6. Operational Marketing. <i>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.</i></p> <p>7. Monitoring and control. <i>Profitability: financial statement analysis. Customer satisfaction: systems for reporting complaints and suggestions, customer satisfaction surveys, analysis of lost customers, simulated purchases.</i></p>
Books and bibliography	<p>- Kotler P., Armstrong G., Saunders J., Wong V. – <i>Principi di Marketing</i>, ISEDI, Torino</p> <p>- Castellet M. – <i>Marketing Management</i>, Franco Angeli, Milano</p> <p>- Foglio A. – <i>Il Marketing Agro-Alimentare</i>, Franco Angeli, Milano</p>
Additional materials	<p><i>Upon request, all students will be provided with a full copy of MS Power Point presentations used for the lessons.</i></p>

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
150	48		102
ECTS			
6	6		
Teaching strategy			
<i>The course aims to provide basic knowledges on the main issues of marketing management in small, medium and large food enterprises.</i>			
Expected learning outcomes			
Knowledge and understanding on:	<i>The student will know and understand the main issues of marketing management and related specificities of application in small, medium and large food enterprises.</i>		
Applying knowledge and understanding on:	<i>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.</i>		
Soft skills	<ul style="list-style-type: none"> <i>Making informed judgments and choices</i> <p><i>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.</i></p>		

	<ul style="list-style-type: none"> • <i>Communicating knowledge and understanding</i> <i>The student will be able to discuss effectively the main issues of marketing even in the context of a multidisciplinary working team.</i> • <i>Capacities to continue learning</i> <i>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.</i>
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Assessment and feedback	
Methods of assessment	<i>The assessment 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.</i>
Evaluation criteria	<ul style="list-style-type: none"> • <i>Knowledge and understanding</i> <i>To be able to adequately discuss the main issues of marketing management and related application specificities with reference to small, medium and large food companies.</i> • <i>Applying knowledge and understanding</i> <i>To be able to apply the knowledge and understanding of marketing issues in the design of innovative food products according to a market-oriented approach.</i> • <i>Autonomy of judgment</i> <i>To be able to independently formulate a correct assessment of the consistency between a specific product and /or process innovation and the needs expressed by a specific market target.</i> • <i>Communicating knowledge and understanding</i> <i>To be able to use an appropriate and correct technical language in the discussion of the main marketing issues in the food sector.</i> • <i>Capacities to continue learning</i> <i>To be able to demonstrate a sufficient critical approach in identifying and discuss the main theoretical and practical limits of current knowledge concerning the marketing management in modern food companies.</i>
Criteria for assessment and attribution of the final mark	<i>The final grade is awarded out of thirty. The exam is passed when the grade is greater than or equal to 18.</i>
Additional information	