

<b>TEACHING ORGANISATION</b>	Polytechnic School - Department of Agricultural, Food and Forest Sciences
<b>ACADEMIC YEAR OF THE EDUCATIONAL OFFER</b>	2017/2018
<b>ACCADEMIC YEAR OF SUPPLY</b>	2017/2018
<b>MSC DEGREE STUDY PROGRAM</b>	Entrepreneurship and Quality for the Agri-food System - Curriculum Management of the Agro-zootechnical enterprise
<b>SUBJECT</b>	Marketing of agri-food enterprises
<b>SUBJECT CODE</b>	18595
<b>PARTITION IN MODULES</b>	Yes
<b>NUMBER OF MODULES</b>	2
<b>SCIENTIFIC SECTORS</b>	AGR/01
<b>RESPONSIBLE TEACHER</b>	Giuseppina Migliore Researcher (TDB) Università degli Studi di Palermo
<b>TIMETABLE OF STUDENT RECEPTION</b>	Giuseppina Migliore Monday, from 3 to 5 pm Wednesday, from 3 to 5 pm Office No. 33 - Building 4, first floor, at Department of Agricultural, Food and Forest Sciences
<b>NUMBER OF CREDITS</b>	6
<b>PREPARATORY SUBJECTS</b>	None
<b>PREREQUISITES</b>	-
<b>STUDY PROGRAM YEAR</b>	1 <sup>st</sup>
<b>LOCATION</b>	Shown in the lecture timetable
<b>LECTURE PERIOD</b>	2 <sup>nd</sup> semester
<b>ASSESSMENT RESULT</b>	Mark ranging between 18 and 30 with honours
<b>ATTENDANCE</b>	Elective

## **EXPECTED LEARNING RESULTS**

### **Knowledge and understanding**

The course provides the elements for the knowledge of market agribusiness conditions, business adaptation, economic problems connected with the market environment and the organization of marketing. Students will acquire professional skills to understand the issues related to life styles and consumption patterns of food, and technical knowledge for the promotion and enhancement of agri-food products. Furthermore, students will acquire the ability to understand the existence conditions of the agri-food business and to interpret the related socio-economic and management needs. Ability to use the specific language of marketing.

### **Applying knowledge and understanding**

Capability to organize the company's offer, of valorisation of the products; ability to operate in the field of commercial valorisation through marketing strategies.

### **Making judgements**

Following the learning of the contents administered, the student will acquire autonomous ability to evaluate the implications of socio-cultural determinants that characterize the agri-food system - production, distribution and of consumption - the social implications of communicating the quality (intrinsic ad extrinsic quality) and healthiness of food.

**Communication skills**

Ability to translate technical-scientific language into a dissemination tool able to communicate with stakeholders (consumers, supplier, etc.) of different backgrounds.

**Learning skills**

The skills acquired in the course will allow the student to continue learning by taking care of the study of research, articles, news regulations, understanding the significant traits. At the end of the training course, the student will be in a position to access advanced levels of training such as second-level masters, in-depth courses and specialized seminars in the field of agri-food marketing.

**Learning purposes**

The aim of the course is to frame the economic context of the agri-food market, building the path followed by the product along the entire supply chain. Furthermore, the course aims to provide students with the knowledge and tools for the application of agro-food marketing in relation to the main factors characterizing the product and its distribution, and to identify the tools to implement appropriate strategies through the marketing plan.

**Suggested book**

Kotler and Armstrong: Principles of Marketing

ACTIVITY TYPE	B
FIELD	50547 - Economic management disciplines
NUMBER OF INDIVIDUAL STUDY HOURS	90
NUMBER OF TEACHING HOURS	60

**Lessons**

Hours	Topics covered
2	Introduction to the course: objectives, content, working methods, methods of examinations
2	The agri-food system, the supply chain, market definition and market concepts
2	Consumption market and consumers: consumer goods
6	The Theory of Consumer Behaviour, responsible variables of changes in consumption, the purchasing process, the interpretative models of the action of consumption
6	Evolution of food consumption patterns, motivation of changes of "pratiques alimentaires"
2	Evolution of food consumption
6	The market functions and commercial distribution of food products
2	Origin and evolution of the marketing concept and of the marketing activities in the enterprise. Marketing definition
2	Marketing plan: the structure of the planning process; planning for profit optimization
4	Market segmentation and marketing mix
4	Product: concept, definition, classification and strategies relating to the products; the life cycle of the product
2	Pricing: economic and competitive importance; determination and pricing policies.
2	Promotion: communication, promotion and advertising; communication strategies.
2	Commercial distribution: decisions relating to distribution channels

**Practical applications**

Hours	Topic
10	Exercises on issues related to the market and agro-food marketing, e.g. analysis of communication through the web and social networks of food companies, use of databases for research in the agri-food sector, methods of sample surveys.

**Other**

Hours	Topic
2	Ongoing checks of the course
6	Educational visits at agri-food companies
2	Final test