

COURSE LAYOUT

1. GENERAL

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| SCHOOL | APPLIED ECONOMICS AND SOCIAL SCIENCES | | |
| DEPARTMENT | AGRICULTURAL ECONOMICS & RURAL DEVELOPMENT | | |
| STUDY LEVEL | <i>Undergraduate</i> | | |
| COURSE CODE | 996 | SEMESTER | 5 th |
| COURSE TITLE | Marketing OF LIVESTOCK PRODUCTS | | |
| INDEPENDENT TEACHING ACTIVITIES | | WEEKLY TEACHING HOURS | ECTS |
| Lectures | | 5 | 5 |
| COURSE TYPE | | Scientific area | |
| PREREQUISITES | | | |
| LANGUAGE | | Greek and English | |
| IS THE COURSE OFFERED for ERASMUS STUDENTS? | | YES | |
| COURSE WEB PAGE | | https://mediasrv.aua.gr/eclass/courses/COMCOUR118/ | |

2. LEARNING OUTCOMES

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| Learning Outcomes |
| <p>This course is the main introductory course in the concepts of Marketing of Agricultural Products and Food. It deals with issues of traditional Marketing of Agricultural Products and Food, but it takes into consideration the ways in which the process of Marketing of Agricultural Products and Food has changed the last decades. Furthermore, the course highlights the role of Marketing in the markets of agricultural products and food by presenting current trends and marketing applications in these markets. Upon successful completion of the course the student will be able to understand:</p> <ul style="list-style-type: none"> • the basic concepts of Agricultural Products and Food Marketing • the process and levels of planning of Agricultural Products and Food Marketing • how Marketing Research is done • the importance of knowing consumer behavior • the definition of market segmentation criteria, ways of selecting the target market and product positioning in the mind of the consumer • what is a product, product classification, brand, and product packaging • the concept of price, selling price, pricing strategies and tactics and external factors that affect the price • how futures and options markets work • the purpose of the distribution system and the main market players, including wholesalers and retailers • the marketing mix as a means of communication, the communication process and the elements of the promotion mix and how it is selected • the transformation of the Marketing strategy into a Marketing activity in the agricultural products and food business • The process of evaluating the Marketing results that arise in the agri-food business |
| General competences |
| <ul style="list-style-type: none"> • Decision-making • Individual/Independent work • Group/Team work |

3. COURSE CONTENT

- Introduction to Agricultural Products and Food Marketing
- Analysis of Agricultural Products and Food Marketing planning
- Marketing Research
- Consumer buying behavior
- Market segmentation and product positioning (placement)
- Product strategy
- Pricing strategy and pricing systems
- Price management through futures and options markets
- Distribution system strategy
- Communication and promotion strategy
- Implementation of Agricultural Products and Food Marketing program
- Agricultural Products and Food Marketing Results

4. TEACHING and LEARNING METHODS - Evaluation

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| TEACHING METHOD | In class | |
| USE OF INFORMATICS and COMMUNICATION TECHNOLOGIES | <ul style="list-style-type: none"> • e-class platform • Power-Point slides • Communication with students using e-class and email | |
| TEACHING ORGANISATION | <i>Activity</i> | <i>Work Load</i> |
| | Lectures | 60 |
| | Study at home | 65 |
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| | Course total (25 hours of student work load per ECTS) | 125 |
| STUDENTS EVALUATION | Written final exams (100%) including: <ul style="list-style-type: none"> ▪ Multiple choice questions | |

5. BIBLIOGRAPHY

Suggested:

- Perreault W (2011) BASIC MARKETING: A Marketing Strategy Planning Approach, 9th Edition. Publishers: BROKEN HILL PUBLISHERS LTD
- Norwood B., Lusk J. (2012) Agricultural Marketing and Price Analysis. Publishers: BROKEN HILL PUBLISHERS LTD
- G. Pertrof, K. and A. Tzortzaki (2002) Marketing Management. Publishers: ROSILI ΕΜΠΟΡΙΚΗ - ΕΚΔΟΤΙΚΗ Μ.ΕΠΕ

Scientific journals:

- Journal of International Food and Agribusiness Marketing
- European Review of Agricultural Economics
- Journal of Agricultural Economics
- American Journal of Agricultural Economics
- Agricultural Economics
- Australian Journal of Agricultural and Resource Economics