

COURSE LAYOUT

GENERAL

SCHOOL	APPLIED ECONOMICS AND SOCIAL SCIENCES		
DEPARTMENT	AGRICULTURAL ECONOMICS & RURAL DEVELOPMENT		
STUDY LEVEL	<i>Undergraduate</i>		
COURSE CODE	3715	SEMESTER	9 th
COURSE TITLE	MARKETING OF AGRICULTURAL PRODUCTS AND FOOD		
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/		

LEARNING OUTCOMES

Learning Outcomes	
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: ➤ 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 behaviour ➤ 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	
➤ Decision-making ➤ Individual/Independent work ➤ Group/Teamwork	

COURSE CONTENT

- Introduction to Agricultural Products and Food Marketing
- Analysis of Agricultural Products and Food Marketing planning
- Marketing Research
- Consumer buying behaviour
- 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

TEACHING and LEARNING METHODS - Evaluation

TEACHING METHOD	In class	
USE OF INFORMATICS and COMMUNICATION TECHNOLOGIES	e-class platform Power-Point slides Communication with students using e-class and email	
TEACHING ORGANISATION	Activity	Workload
	Lectures	60
	Study at home	65
	Course total (25 hours of student workload per ECTS)	125
STUDENTS EVALUATION	Written final exams (100%) including: Multiple choice questions	

BILBIOGRAPHY

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