

COURSE LAYOUT

1. GENERAL

SCHOOL	FOOD, BIOTECHNOLOGY and RURAL DEVELOPMENT		
DEPARTMENT	BIOTECHNOLOGY		
STUDY LEVEL	<i>Undergraduate</i>		
COURSE CODE	3515	ΕΞΑΜΗΝΟ ΣΠΟΥΔΩΝ	7 th
COURSE TITLE	Food and Agricultural Marketing		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	ECTS
Lectures		4	5
COURSE TYPE	Core Scientific Area		
PREREQUISITES			
LANGUAGE	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	No		
COURSE WEB PAGE	http://openeclass.aua.gr/courses/AOA107/		

2. LEARNING OUTCOMES

Learning Outcomes
<p>This course is an introductory course in food and agricultural marketing. The course uses tools from the course "Introduction to Economic Theory".</p> <p>The course will introduce students in the notions of seasonal variation of prices, of marketing channel and marketing bill as well as vertical integration in the agricultural sector.</p> <p>The course will also cover basic marketing strategies used by agricultural and food enterprises which include future contract markets, strategic price setting and pricing schemes.</p> <p>The aim of the course is for students to see the usefulness of marketing tools as a means to understand controversial topics in the agro-food sector like genetically modified foods, organic foods, local foods and hormones/antibiotics use.</p> <p>By completing this course the student will be able to:</p> <ul style="list-style-type: none"> • Understand how economic way of thinking can help dealing with marketing issues • Use basic tools for analyzing issues related to agricultural and food marketing • Be in place to discriminate between the different pricing policies used by agricultural and food companies in the context of their pricing schemes • Use marketing tools to answer problems relevant to the content of this course
General Competences
<ul style="list-style-type: none"> • Autonomous work • Decision making • Critique and self-critique • Advance of free thinking and reasoning

3. COURSE CONTENT

<ul style="list-style-type: none"> i. Basic knowledge from economics <ul style="list-style-type: none"> a. Supply/demand

<ul style="list-style-type: none"> b. Partial and general equilibrium models c. Imperfect competition
<ul style="list-style-type: none"> ii. Price analysis <ul style="list-style-type: none"> a. Seasonal variation of prices b. Market adjustments c. The food marketing channel d. Marketing bill e. Vertical integration f. International trade of agricultural products
<ul style="list-style-type: none"> iii. Marketing strategies <ul style="list-style-type: none"> a. Future contracts b. Offsetting/hedging/manipulating future contracts c. Cross-hedging, options in future markets d. Strategic price setting e. Pricing schemes
<ul style="list-style-type: none"> iv. Food controversies <ul style="list-style-type: none"> a. Genetically modified foods b. Organic foods c. Local foods d. Hormones and antibiotics

4. TEACHING and LEARNING METHODS - Evaluation

TEACHING METHOD	In class	
USE OF INFORMATICS and COMMUNICATION TECHNOLOGIES	<ul style="list-style-type: none"> • e-class platform • Power-Point slides • Online homework crosswords in html 	
TEACHING ORGANISATION	<i>Activity</i>	<i>Work Load</i>
	Lectures	52
	Study at home	40
	Homework assignments	33
	<i>Course total (25 hours of student work load per ECTS)</i>	125
STUDENTS EVALUATION	Written final exams (100%) including: <ul style="list-style-type: none"> ▪ Multiple choice questions ▪ Exercises ▪ Open type reasoning questions 	

5. BIBLIOGRAPHY

<ul style="list-style-type: none"> - Jayson L. Lusk και F. Bailey Norwood (2013), Agricultural and Food Marketing, Broken Hill Publishers (in Greek) - Norwood, B. (2014) Agricultural Controversies: What Everyone Needs To Know, Forthcoming with Oxford Publishing
