

60562 - Agri-food marketing

Información del Plan Docente

Academic Year	2016/17
Academic center	201 - Escuela Politécnica Superior
Degree	546 - Master in Agricultural Engineering
ECTS	4.5
Course	1
Period	First semester
Subject Type	Compulsory
Module	---

1. Basic info

1.1. Recommendations to take this course

1.2. Activities and key dates for the course

2. Initiation

2.1. Learning outcomes that define the subject

2.2. Introduction

3. Context and competences

3.1. Goals

3.2. Context and meaning of the subject in the degree

3.3. Competences

3.4. Importance of learning outcomes

4. Evaluation

5. Activities and resources

5.1. General methodological presentation

The learning process designed for this subject is based on :

The combination of theoretical lectures, teamwork, problem-solving activities and case studies, as well as the discussion of texts and papers.

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5.2.Learning activities

The syllabus of the subject, which is intended to help the student to achieve the expected learning outcomes, is composed of the following activities:

1. In-person theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts, encouraging student participation. These lectures will deal with the following topics:
 1. Introduction to marketing
 2. Introduction to the consumer's buying behaviour
 3. Introduction to marketing research
 4. Product-related decisions
 5. Price-related decisions
 6. Place-related decisions
 7. Promotion-related decisions
2. Troubleshooting and presentation of real problems and cases, elaboration and presentation of projects, discussion of current and emerging topics, essays and interactive activities. All these activities will be carried out both inside and outside the classroom, individually or in groups.
3. Tutorials: the professors will supervise the projects carried out by the students, clarify their doubts about the theoretical and/or practical contents of the subject, and propose specific tasks in which the theoretical concepts will be put into practice
4. Independent work: this includes the study of the theoretical and practical contents, the resolution of practical exercises, the development of individual and/or in-group activities, the search for and analysis of information, among others.
5. Evaluation activities.

5.3.Program

Syllabus of the theoretical sessions

UNIT 1. Introduction to Marketing and basic concepts

- 1.1. Concept of marketing
- 1.2. Basic notions in marketing
- 1.3. Marketing instruments
- 1.4. Marketing functions within the company
- 1.5. Evolution of strategic marketing orientations
- 1.6. Discussion questions

UNIT 2. The consumer's buying behaviour

- 2.1. The market and the consumer. Basic concepts

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2.2. The consumer's buying decision process

2.3. Drivers of the consumer's buying behaviour

2.4. Market segmentation

UNIT 3. Introduction to marketing research

3.1. Concept of Marketing Research. Uses and applications

3.2. The marketing research process

3.3. Classification and typology of marketing research

3.4. Information sources

3.5. Marketing research techniques

UNIT 4. Product

4.1. Concept of product

4.2. Classification of products

4.3. Product-related decisions

4.4. Product development

4.5. Product life cycle

4.6. Product portfolio

UNIT 5. Price

5.1. Price as a marketing tool

5.2. Drivers of pricing

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5.3. Pricing methods

5.4. Pricing strategies

UNIT 6. Place

6.1. The concept and functions of distribution

6.2. Distribution channel

6.3. Choice of distribution channel

6.4. Distribution strategies

6.5. Main trends in Spain

UNIT 7. Communications

7.1. Concept and communications tools

7.2. Personal sale

7.3. Sales promotion

7.4. Public relations

7.5. Advertising

7.6. Communications strategies

Syllabus of the practical sessions

- Practical session 1 UNIT 1 à Market orientation: Aquarius case

- Practical session 2 UNIT 2 à Nespresso Maslow's hierarchy of needs

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- Practical session 3 UNIT 3 à Questionnaire evaluation (I)
- Practical session 4 UNIT 3 à Questionnaire evaluation (II)
- Practical session 5 UNIT 4 à Choosing the proper brand
- Practical session 6 UNIT 4 à Blind tasting vs. unveiled tasting: the power of the extrinsic product attributes.
- Practical session 7 UNIT 5 à Exercises on pricing methods (I)
- Practical session 8 UNIT 5 à Exercises on pricing methods (II)
- Practical session 9 UNIT 6 à New distribution trends in the food and agriculture industry: Franchise, Internet.
- Practical session 10 UNIT 6/7 à Merchandising.
- Practical session 11 UNIT 7 à Advertising styles in the good and agriculture company.

5.4.Planning and scheduling

Chalendar of the in-person sessions and presentation of projects

WEEK	MONDAY	TUESDAY
WEEK 1 (19-Sept)	Presentation	UNIT 1 theory
WEEK 2 (26-Sept)	UNIT 1 practice	UNIT 2 theory
WEEK 3 (3-Oct)	UNIT 2 practice	UNIT 3 theory
WEEK 4 (10-Oct)	UNIT 3 practice	UNIT 3 theory
WEEK 5 (24-Oct)	UNIT 3 practice	UNIT 4 theory
WEEK 6 (31-Oct)	EVALUATION E1	HOLIDAY
WEEK 7 (7-Nov)	UNIT 4 practice	UNIT 5 theory

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WEEK 8 (14-Nov)	UNIT 5 practice	UNIT 5 theory
WEEK 9 (21-Nov)	UNIT 5 practice	UNIT 6 theory
WEEK 10 (28-Nov)	UNIT 6 practice	UNIT 6 theory
WEEK 11 (5-Dec)	HOLIDAY	HOLIDAY
WEEK 12 (12-Dec)	UNIT 6-7 theory	UNIT 7 theory
WEEK 13 (19-Dec)	UNIT 6-7 practice	EVALUATION E2
WEEK 14 (9-jan)	PROJECT PRESENTATION	PROJECT PRESENTATION

This calendar is illustrative and it may change depending on the development of the sessions and on the group needs. Nevertheless, the planning and timetable of the lectures and practical classes, as well as of the assessment activities and the delivery of the projects, will be communicated in advance via the e-learning platform (ADD) of the Universidad de Zaragoza.

5.5. Bibliography and recommended resources

Basic bibliography

- KOTLER, P. (1999). Introducción al Marketing. Ed. Prentice Hall.
- KOTLER, P. (2000). Dirección de Marketing. Ed. Prentice Hall
- SANTESMASES, M. (2000). Marketing: Conceptos y Estrategias. Ed. Pirámide, Madrid.

Recommended references

- KINNEAR, T.C. y TAYLOR, J.R. (1999): Investigación de Mercados, Ed. MacGraw-Hill.
- MALHOTRA, N.K. (2008): Investigación de Mercados, 5ª edición, Ed. Pearson, Prentice-Hall.

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- ORTEGA, E. (1994): Manual de Investigación Comercial, 3ª edición, Ed. Pirámide.
- TRESPALACIOS, J.A., VÁZQUEZ, R. y BELLO, L. (2005): Investigación de Mercados, Ed. Thomson.
- WEIERS, R.M. (1986): Investigación de Mercados, Ed. Prentice Hall.