

COURSE DESCRIPTION

Title:	FOOD MARKETING	Compulsory <input checked="" type="checkbox"/>
		Elective <input type="checkbox"/>
Lecturer:	Konstantinos Lionakis, PhD, Athens University of Economics & Business	Autumn <input checked="" type="checkbox"/>
		Spring <input type="checkbox"/>

COURSE GOALS

The basic objective of this course is the understating of marketing principles, strategies and tools that may be used to implement (or evaluate) a marketing plan, focusing on agricultural market. Specific, after this course students will be able to:

- (a) Grasp and implement the concept of marketing
- (b) Create and critically evaluate a marketing plan

COURSE CONTENTS

<i>Unit</i>	<i>Hrs</i>
1. Introduction – the concept of marketing	3
2. Marketing research tools – the philosophy of a marketing plan	3
3. Situation analysis, company vision and marketing objectives	3
4. Segmentation – Targeting – Positioning strategies	3
5. CB (Consumer Behavior focusing on agricultural products)	3
6. Marketing Mix strategies and tactics (part 1)	3
7. Marketing Mix strategies and tactics (part 2)	3
8. Sales	3
9. Services*	3
10. Statistics*	3
11. Marketing Plan presentation	3
12. Fitting the Marketing plan into a business plan	3

TEACHING METHOD

HOURS

Taught	36	
Seminar	0	No of pers. assignments
Collaboration with lecturer	0	
Laboratory	0	No of group assignments
TOTAL:	36	

EXAMINATION

Weight

Written exam	40%
Orals	
Pers assignmts	0
Group assignts	60%
TOTAL:	100%

BIBΛΙΟΓΡΑΦΙΑ / BIBLIOGRAPHY

(1) Marketing of Agricultural Products (9th Edition), Richard L. Kohls and Joseph N. Uhl

(2) Μάρκετινγκ. Αρχές, Στρατηγικές, Εφαρμογές. Δημητριάδης Σ. και Τζωρτζάκη Α., Εκδόσεις Rosilli (2011)

(3) Marketing Plan: Πώς να Σχεδιάζετε Αποτελεσματικά Προγράμματα Μάρκετινγκ, Γ. Αυλωνίτης και Π. Παπασταθοπούλου, Εκδόσεις Αθ. Σταμούλη (2010)

ΠΑΡΑΤΗΡΗΣΕΙΣ /
NOTES

(1) Book purchase is not mandatory

(2) Course content and flow is indicative; changes may be applied (students will be informed in case of changes).

(3) During course in class case studies will be discussed (no preparation is needed). On class case studies and participation will be considered in the final course grade.

(4) Academic articles will be given to the students during the course.