

### COURSE DESCRIPTION

<b>Title:</b>	<b>FOOD MARKETING</b>
	<b>Full Time Programme</b>
<b>Lecturer:</b>	Georgia Papoutsis, Principal researcher Agricultural Research Institute

<b>Compulsory</b>	<input checked="" type="checkbox"/>
<b>Elective</b>	<input type="checkbox"/>
<b>Winter</b>	<input checked="" type="checkbox"/>
<b>Spring</b>	<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:

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

### COURSE CONTENTS

<i>Unit</i>	<i>Hrs</i>
1. The rationale and the concept of marketing, marketing mix	5
2. Marketing research tools – the philosophy of a marketing plan	6
3. Segmentation – Targeting – Positioning strategies	6
4. Branding strategies	6
5. Communication mix – promoting the agricultural product	5
6. Consumer behavior focusing on agricultural products	5
7. Group Assignment presentation	3

### TEACHING METHOD

#### HOURS

Taught	36
Seminar	0
Collaboration with lecturer	0
Laboratory	0
TOTAL:	36

No of pers. assignments

No of group assignments

1

### EXAMINATION

#### Weight

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

### 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)

### 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.