

COURSE DESCRIPTION

Title:	FOOD MARKETING	Compulsory	<input checked="" type="checkbox"/>
	Part Time Programme	Elective	<input type="checkbox"/>
Lecturer:	Konstantinos Lionakis, PhD, Athens University of Economics & Business	Winter	<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 the 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, incorporating principles of marketing research

COURSE CONTENTS

Unit	Hours
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 and customer experience	3
10. Statistical approaches for marketing decision	3
11. Marketing Plan presentation	3
12. Fitting the Marketing plan into a business plan	3

TEACHING METHOD

HOURS

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

No of indiv. assignments

No of group assignments

1

EXAMINATION

Weight

Written exam	40%
Orals	
Individual assignments	0
Group assignments	60%
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.