

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	School of Applied Economics and Social Sciences		
<b>ACADEMIC UNIT</b>	Department of Agricultural Economics and Rural Development-MBA Food & Agribusiness		
<b>LEVEL OF STUDIES</b>	Postgraduate Studies		
<b>COURSE CODE</b>	<b>410003</b>	<b>SEMESTER</b>	<b>1<sup>st</sup></b>
<b>COURSE TITLE</b>	<b>Food Marketing</b>		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
		3	4
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>			
<b>PREREQUISITE COURSES:</b>			
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>	<a href="http://mba.aua.gr/category/education/courses/">http://mba.aua.gr/category/education/courses/</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b> <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i> <ul style="list-style-type: none"> <li>• Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</li> <li>• Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</li> <li>• Guidelines for writing Learning Outcomes</li> </ul>	
<p>Upon the completion of this course, student:</p> <ul style="list-style-type: none"> <li>- will possess advanced knowledge in the subject of marketing, having a critical awareness to select, assess, examine, plan, propose and evaluate theories and principles of the subject,</li> <li>- will be able to connect the above principles, strategies and practices of marketing with other business fields.</li> <li>- will hold advanced skills and have the ability to innovate and solve complex and unpredictable problems in the field of marketing and management</li> <li>- will be able to manage complex and unpredictable situations by evaluating or planning strategic approaches.</li> </ul>	
<b>General Competences</b> <i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?</i>	
<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Working independently</i> <i>Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Production of new research ideas</i>	<i>Project planning and management</i> <i>Respect for difference and multiculturalism</i> <i>Respect for the natural environment</i> <i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Criticism and self-criticism</i> <i>Production of free, creative and inductive thinking</i> ..... <i>Others...</i> .....
<ul style="list-style-type: none"> <li>- Search for, analysis and synthesis of data and information, with the use of the necessary technology</li> <li>- Adapting to new situations</li> <li>- Decision-making</li> <li>- Working independently</li> </ul>	

- Team work
- Working in an international environment
- Working in an interdisciplinary environment
- Production of new research ideas
- Project planning and management
- Respect for the natural environment
- Production of free, creative and inductive thinking

### 3. SYLLABUS

- The rationale and the concept of marketing
- Marketing research tools – the philosophy of a marketing plan
- Situation analysis, company vision and marketing objectives
- Segmentation – Targeting – Positioning strategies
- CB (Consumer Behavior focusing on agricultural products)
- OBB (Organizational Buying Behavior)
- Marketing Mix strategies and tactics
- Sales approaches
- Services and customer experience
- Statistics for marketing decision

### 4. TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Classroom face to face lectures	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Video case studies	
<b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i>  <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	25 h
	interactive teaching	11 h
	project	60 h
	Project presentation	4 h
<b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i>  <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<b>Course total</b>	
	Greek, multiple choice questionnaires, problem solving (case studies), written work (project), public presentation	

### 5. ATTACHED BIBLIOGRAPHY

- *Suggested 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)
- *Related academic journals:*
  - Journal of Marketing
  - Journal of Business Review

European Journal of Marketing  
Journal of Agricultural Marketing  
Industrial Marketing Management