

COURSE OUTLINE

1. GENERAL INFORMATION

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|---|---|------------------------------|----------------|
| FACULTY | ECONOMY AND MANAGEMENT | | |
| DEPARTMENT | ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE CODE | 1605-230805 | SEMESTER | 8th |
| TITLE | Marketing of Agricultural Products and Food | | |
| Autonomous Teaching Activities | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures, Laboratory Exercises | | 3 | 5 |
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| COURSE TYPE | General knowledge specialization | | |
| PREREQUISITE COURSES | - | | |
| TEACHING LANGUAGE | GREEK AND ENGLISH | | |
| COURSE OFFERED TO ERASMUS STUDENTS | YES | | |
| COURSE WEBPAGE (URL) | https://exams-sod.the.ihu.gr/ | | |

2. LEARNING OUTCOMES

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| Learning outcomes |
| <p>1. Knowledge: Description of the concept and content of agricultural marketing, identifying the application of marketing theories and strategies in a particular product category and an important sector for the Greek economy, such as the agricultural sector.</p> <p>2. Understanding: Upon completion of the course students have the opportunity to distinguish the specificity of the market of agricultural products and their nature compared to other products.</p> <p>3. Application: Students are allowed to apply the available theoretical models in practice, consider possible alternatives related to the marketing of agricultural products, and make the necessary changes in the communication of an agricultural enterprise with consumers.</p> <p>4. Analysis: Students are able to combine strategic choices and develop solutions to complex agricultural marketing issues</p> <p>5. Composition: Students can understand how to make decisions about the marketing of agricultural products and suggest possible changes, as well as compose a new way of promotion by improving the recognizability of agricultural products.</p> <p>6. Evaluation: Upon completion of the courses, students can evaluate marketing actions to promote agricultural products and food, judge the choices made by the relevant companies and evaluate the effectiveness of each plan.</p> |
| General Skills |
| The student through the course will develop skills: |

1. In decision making
2. In the analysis and synthesis of data and information
3. In autonomous work
4. Work in an interdisciplinary environment
5. Exercise criticism and self-criticism

3. COURSE CONTENT

1st week: The concept and origin of agricultural products
 2nd: Types of agricultural products and their quality characteristics
 3rd: The peculiarities of the marketing of agricultural products
 4th: The market of agricultural products
 5th: Competitiveness and placement of agricultural products
 6th: Communication and promotion of agricultural products and companies
 7th: Business statistics of agricultural enterprises
 8th: Consumer behavior and agricultural products
 9th: Case study A.
 10th: Economic characteristics of agricultural products
 11th: Innovation and agricultural products
 12th: Strategic development of agricultural products
 13th: Case study B.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

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|------------------------------|---|----------------------------------|
| TEACHING METHOD | Face to Face | |
| ICT USE | ICT Use | |
| TEACHING ORGANIZATION | <i>Activities</i> | <i>Working Load per Semester</i> |
| | Lectures | 39 |
| | Written Assignment | 40 |
| | Project Presentation | 20 |
| | Interactive Teaching | 40 |
| | Bibliographic Study and Analysis | 11 |
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| | TOTAL | 150 |
| ASSESSMENT | <p>Written exams and elaboration of a semester paper The test material is posted on Moodle and time is spent before the test on answering questions about the test material. A file of students' examination documents is kept until they receive their degree. After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p> | |

5. REFERENCES

-Suggested bibliography:

- Agricultural Marketing and Prices, LuskJ., Norwood B., 2012, Broken Hill
- Marketing of Agricultural Products and Food, Philippe Aurier, Lucie Sineix, 2016, Forerunner