# . - Agricultural and Food Marketing

## Prof. Claudio Soregaroli

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to teach the basis of marketing management, focusing on the mechanisms that characterize strategic and operative marketing, and offering an understanding of the tools supporting strategic marketing. Providing a set of instruments, behavioral guidelines and methodology the course introduces to a practical view of the marketing management process, through an in-depth look at the agricultural and food sector.

At the end of the course, students will learn how to follow a marketing management process in the analysis, creation, and implementation of a marketing strategy. In particular, students will appreciate the sequential logic from the definition of a marketing strategy to the development of a coherent marketing mix. Students will gain an understanding of the complexity of the innovation process and branding of new products in the agricultural and food sector. Students will discover the peculiarities of food products in the choice of distribution channels and in the emerging digital marketing practice.

#### COURSE CONTENT

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|  | CFU |
| Introduction to marketing management  Marketing concepts and orientations. Consumer markets. Business markets. The marketing plan. | 0.5 |
| The creation of a marketing strategy  Analysis of strategies in the competitive context. Segmentation, targeting, and positioning. | 1.0 |
| The marketing mix concept  Product and brand strategy. Pricing strategy. Channel and logistics strategy. Marketing communications. | 2.5 |
| Customer satisfaction  The quality dimensions. Verification and monitoring methods. | 0.5 |
| Distribution Marketing  Trade marketing strategies. Policies of large retailers. The role of store brands. | 0.5 |
| Digital Marketing  Key concepts and examples of social media marketing, search engine marketing, and inbound marketing in the agricultural and food sector | 1.0 |
| Tutorials | 1.0 |

#### READING LIST

P. Kotler-K. Keller-M. Brady-M. Goodman-T. Hansen, *Marketing Management: Third Edition,* Pearson Prentice Hall, 2016.

M. Burk Wood, *Marketing Plan Handbook. The and Marketing PlanPro Premier Package,* 4th ed., Pearson Prentice Hall, 2010.

#### TEACHING METHOD

The course alternates a set of lectures covering theoretical concepts to in-class presentations and discussions of case studies. Case studies will strenghten the applicability of concepts to the agricultural and food sector and stimulate a learning-by-doing process. Students will work in groups on different assignments, covering case studies and a project work that they will have to prepare, present and discuss under the direction of the instructor. The project work will be developed along the whole course duration. Instructions and support for the group works will be given during the course.

***ASSESSMENT METHOD AND CRITERIA***

The final grade for the course is computed as follows:

Case study presentation (group work) 4/30

Case study discussion (group work) 2/30

Project work (group work) 8/30

Final test (individual) 16/30

Evaluation of in-class presentations will be based on:

1. Strength of the analysis (ability to stress the relevant points and address the specific questions).
2. Communication skills (clarity and effectiveness of the presentation).
3. Ability to generate discussion.

Evaluation of project work will be based on:

1. Extent of the analysis.
2. Coherence between the analysis, the proposed strategy, and its implementation.
3. Applicability of the proposed plan.
4. Communication skills (clarity and effectiveness of the presentation).
5. Ability to generate discussion.

Evaluation of group work will be the same for all group members.

Evaluation of the individual final written exam will be based on:

1. Knowledge of concepts learned in class.
2. Ability to effectively use the concepts to address a specific problem.

The final written test will be open book and will consist of 4 questions giving 4 points each for a total of 16/30. Questions of final test will be based on concepts discussed in class including case studies and project work. To be considered for final grade computation, the final test needs to reach a score of at least 8 points.

***NOTES AND PREREQUISITES***

The course does not necessitate of particular prerequisites. Students will benefit from a previous knowledge of concepts related to management basics, funtioning of markets, and quantitative methods.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out through synchronous or asynchronous procedures that will be promptly notified to students.

***OFFICE HOURS FOR STUDENTS***

Professor Claudio Soregaroli will receive students at the end of the classes.