## AGRICULTURAL AND FOOD MARKETING

*Prof. Claudio SOREGAROLI*

### COURSE AIMS

The course aims to teach the basis of marketing management, focusing on the mechanisms that characterize strategic and operative marketing, as well as the understanding of instruments supporting strategic marketing.

The course supplies a set of instruments, behavioral guidelines and methodology to be able to carry out this activity practically, through an in-depth look at the agricultural and food sector.

### COURSE CONTENT

|  | CFU |
|---|---|
| INTRODUCTION TO MARKETING MANAGEMENT<br>Marketing concepts and orientations. Consumer markets. Business markets. The marketing plan. | 0.5 |
| THE CREATION OF A MARKETING STRATEGY<br>Analysis of strategies in the competitive context. Segmentation, targeting, and positioning. | 1.0 |
| THE MARKETING MIX CONCEPT<br>Product and brand strategy. Pricing strategy. Channel and logistics strategy. Marketing communications. | 2.5 |
| CUSTOMER SATISFACTION<br>The quality dimensions. Verification and monitoring methods. | 0.5 |
| DISTRIBUTION MARKETING<br>Trade marketing strategies. Policies of large retailers. The role of store brands. | 0.5 |
| 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 consists of six credits for lectures. Lectures will cover theoretical concepts and will use real case studies to strenghten the applicability of concepts in the agricultural and food sector. Students will also work in groups on different assignments, covering case studies and a project work. The project will be a marketing plan case to be developed during the whole course duration. Instructions and support for the project work will be given during the course.

### ASSESSMENT METHOD

The final grade for the course is computed as follows:

| | | |
|---|---|---|
| Case study presentation | (group work) | 4/31 |
| Case study discussion | (group work) | 3/31 |
| Project work | (group work) | 8/31 |
| Final exam | (individual) | 16/31 |

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 answer a specific problem.

The final exam will consist of 4 questions giving 4 points each for a total of 16/31. Questions of final exam will be based on concepts discussed in class including all case studies. To be considered for final grade computation, the final exam needs to reach a score of at least 16/31.

Professor Claudio Soregaroli will receive students at the times posted.