

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED ECONOMIC AND SOCIAL SCIENCES		
ACADEMIC UNIT	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
LEVEL OF STUDIES	<i>Undergraduate</i>		
COURSE CODE	5302	SEMESTER	3rd
COURSE TITLE	MARKETING OF AGRICULTURAL PRODUCTS & FOODS		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
Lectures		4	5
COURSE TYPE	General Background		
PREREQUISITE COURSES	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	https://oeclass.aua.gr/eclass/		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of the course is:</p> <p>To introduce the students to the concepts of Marketing and to lay the foundations for their proper understanding and delimitation of the framework in which Marketing and the Marketing Professional is moving for Agricultural Products.</p> <p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> • Understand the basic concepts of marketing science in the context of economic and social sciences; b) the socio-economic environment in which the marketing topic is acting within the framework of enterprises and organizations; and c) the rationale of marketing, the fields of implementation and the new forms of application of modern technology in Marketing. • Use the basic concepts of Marketing Science to interpret economic phenomena and market conditions • Understand how businesses react to changes in consumer purchasing behavior • Understand the operation of the Marketing Mix, • Apply the Market segmentation process • Analyze the business environment of the enterprise: Out-of-company and internal business environment focusing mainly on SWOT Analysis. <p>The sum of all the learning objects will be applied to agricultural products and foods.</p>
General Competences
Adapting to new situations

Decision-making

Working independently

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Teamwork

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional, and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

3. SYLLABUS

1. The nature of marketing
2. Global marketing environment
3. Understanding customer behavior
4. Marketing research same customer understanding
5. Market segmentation and placement segmentation
6. Integrated marketing communications and mass communication techniques
7. Direct communication techniques and digital marketing
8. Providing value to the customer
9. Marketing and strategy design
10. Basic concepts and terminology
11. Marketing Environment, Mixture of Marketing - Newer Approaches (from 4Ps to 4Cs)
12. 4Ps products (Product concept-Targeting and product placement, Product and service pricing, Location, Promotion)
13. 7Ps of Services (People, Procedures, Business Environment), Marketing Tools

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face -to-face, Distance learning														
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System) • Support of lectures using presentation software • Use of audiovisual material • Use of web applications <p>Communication with students: face to face at office hours, email, eclass platform</p>														
TEACHING METHODS	<table border="1"> <thead> <tr> <th><i>Activity</i></th><th><i>Workload</i></th></tr> </thead> <tbody> <tr> <td>Lectures (direct)</td><td>52</td></tr> <tr> <td><i>Writing paper/ papers</i></td><td>32</td></tr> <tr> <td><i>Independent Study</i></td><td>39</td></tr> <tr> <td><i>Advisory support</i></td><td>0,5</td></tr> <tr> <td><i>Exams</i></td><td>2</td></tr> <tr> <td><i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i></td><td>125,5 h</td></tr> </tbody> </table>	<i>Activity</i>	<i>Workload</i>	Lectures (direct)	52	<i>Writing paper/ papers</i>	32	<i>Independent Study</i>	39	<i>Advisory support</i>	0,5	<i>Exams</i>	2	<i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i>	125,5 h
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STUDENT PERFORMANCE EVALUATION	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <ol style="list-style-type: none"> Compulsory written final examination at the end of the semester (weighting factor 70% at least) which may includes: <ul style="list-style-type: none"> • Multiple choice questionnaires • Open-ended questions • Problem solving • Oral examination <p>Evaluation criteria: correctness, completeness, clarity</p> Optional written exam or essay during the semester (weighting factor 30%) which may includes: <ul style="list-style-type: none"> • Multiple choice questionnaires • Open-ended questions 														

	<ul style="list-style-type: none"> • Problem solving • Essay/report • Oral examination <p>Evaluation criteria: correctness, completeness, clarity</p> <p>Special learning difficulties:</p> <p>Students with special learning difficulties in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p>Specifically-Defined Criteria:</p> <p>The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.</p>
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5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography in Greek Language:

- Fahy John, Jobber David, (2014) Αρχές μάρκετινγκ, 1η έκδοση, Εκδόσεις Κριτική.
- Aurier Philippe , Sirieix Lucier, (2010), Μάρκετινγκ αγροτικών προϊόντων και τροφίμων, Εκδόσεις Προπομπός
- Καμενίδης, Χ. (2010). Μάρκετινγκ Αγροτικών Προϊόντων, Εκδόσεις Κυριακίδη.
- Armstrong, G., and Kotler, P., (2009), Εισαγωγή στο Μάρκετινγκ, 1η έκδοση, Εκδόσεις Επίκεντρο
- Τομάρας, Π., (2009), Εισαγωγή στο Μάρκετινγκ, 4η Έκδοση, έκδοση του ιδίου, Αθήνα

Suggested Bibliography in English Language:

- Vignali, C., Vranesevic, T. and Vrontis, D. (2008), Strategic Marketing and Retail Thought, 1st edition, Zagreb: Accent
- Purcell, Wayne D., and Purcell. Agricultural marketing: systems, coordination, cash and futures prices. Reston, Virginia: Reston Publishing Company, 1979.
- Wierenga, Berend, et al., eds. Agricultural marketing and consumer behavior in a changing world. Springer Science & Business Media, 2012.

Related academic Journals:

- International Journal of Research in Marketing
- International Journal of Production Economics
- International Journal of Community Science and Technology

Instructor's Notes