

Marketing of Foods of Animal Origin [996]

COURSE OUTLINE

(1) GENERAL

SCHOOL	ANIMAL BIOSCIENCES		
ACADEMIC UNIT	DEPARTMENT OF ANIMAL SCIENCE		
LEVEL OF STUDIES	Undergraduate [Free Elective]		
COURSE CODE	996	SEMESTER	5 th
COURSE TITLE	MARKETING OF FOODS OF ANIMAL ORIGIN		
INDEPENDENT TEACHING ACTIVITIES <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>		WEEKLY TEACHING HOURS	CREDITS (ECTS)
Lectures + Practical Courses		5	5
Total		5	5
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Skills Development		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS:	-		
COURSE WEBSITE (URL):			

(2) LEARNING OUTCOMES

Learning outcomes	
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. Consult Appendix A - Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area - Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B - Guidelines for writing Learning Outcomes	
The purpose of this course is to: a) Introduce the fundamental concepts of marketing, b) Present the role and contribution of marketing to society, the livestock farm/business, and the end consumer, c) Outline marketing activities and decisions within a livestock farm/business and the relationship of marketing with other business functions. Upon successful completion of the course, students are expected to be able to: - Describe the marketing activities of a livestock farm/business, the responsibilities of the marketing manager, and, more generally, the roles of individuals involved in marketing. - Explain the role of the customer/consumer in the marketing decisions of a livestock farm/business. - Conduct an analysis of the 4Ps (Product, Price, Place, Promotion) and draw conclusions useful for marketing decision-making and the development of a marketing strategy.	
General Competences	
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?	
Search for, analysis and synthesis of data and information, with the use of the necessary technology Adapting to new situations Decision-making Working independently Team work Working in an international environment Working in an interdisciplinary environment	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

<i>Production of new research ideas</i>	<i>Others...</i>
• Independent Work • Group Work • Work in an Interdisciplinary Environment • Decision-Making • Project Planning and Management	

(3) SYLLABUS

i. Basic concepts and specific characteristics of agricultural product marketing. ii. Marketing functions and services (standardization, packaging, transportation, information, market research, advertising, etc.). iii. Marketing agents and distribution networks. iv. Types, structures, competition, and organization of agricultural and livestock product markets. v. Consumer behavior. vi. Introduction to international marketing of agricultural products and food. vii. Decision variable mix and marketing strategy. viii. Marketing management within agricultural enterprises and industries. ix. Cost, efficiency, and evaluation of marketing systems. x. Example of developing a marketing plan (case study).

(4) TEACHING and LEARNING METHODS - EVALUATION

TEACHING METHOD <i>Face-to-face, Distance learning, etc.</i>	Face-to-face in the lecture hall	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	The theoretical concepts will be delivered using examples as well as through the presentation and analysis of case studies related to marketing. Student participation is considered essential for the achievement of the educational objectives.	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>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>	Activity	Semester workload
	Lectures	65
	Practical exercises focusing on the application of methodologies and the analysis of case studies.	10
	Autonomous study	50
	Course total (25 h of workload per ECTS)	125
STUDENT PERFORMANCE EVALUATION	I. The language of assessment is Greek. II. The grade is determined by the final written examination.	

(5) ATTACHED BIBLIOGRAPHY

Recommended Bibliography: • Book: Ph. Kotler, <i>Principles of Marketing</i> (Greek edition), Kleidarithmos Publications. • Book: Philippe Aurier & Lucie Siriex, <i>Marketing of Agricultural Products and Food: Industry Specifics, Strategies, and Action Plans</i>. Relevant Scientific Journals: • <i>Journal of International Food & Agribusiness Marketing</i>, ISSN: 0897-4438 (Print), 1528-6983 (Online).
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