

Food marketing

COURSE OUTLINE

1. GENERAL

SCHOOL	AGRICULTURE SCIENCE		
DEPARTMENT	FOOD SCIENCE AND NUTRITION		
STUDY LEVEL	5 years		
COURSE CODE	MK - 611	SEMESTER	6 th
COURSE TITLE	Food marketing		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY COURSES	CREDITS
<i>In case ECTS are awarded for distinct parts of the course e.g. Theory Lectures, Laboratory Practicals etc. If ECTS are awarded uniformly for the entire course, give the weekly teaching hours and total ECTS.</i>			
Theory Lectures		3	
Exercises		3	5
COURSE TYPE	General background of the Marketing Management and specific knowledges regarding the Marketing of agricultural and food products.		
<i>Background, Basic knowledge, Field of Science, Skill development</i>			
PREREQUISITES:	NO		
LANGUAGE:	GREEK		
THE COURSE OFFERED for ERASMUS STUDENTS?	YES		
COURSE WEB PAGE (URL)	https://food.uth.gr/emporio-trofimwn/		

2. LEARNING OUTCOMES

Learning Outcomes
Background and general knowledges regarding the principles of Marketing Management. Analysis of the food supply chain, the consumer behavior, the identification and understanding of the key demand factors of agricultural and food products.
General competences
After the success completion of the course students will be able to: <ul style="list-style-type: none"> Identify, understand and analyze the key demand factors of agricultural and food products at national, European and global level. Analyze the Marketing Environment of the enterprises operating in the production, processing and trading of agricultural and food products. Elaborate Marketing Plans regarding the agri-food value chain stakeholders.

3. COURSE CONTENT

1 st Week: Definition and subject of the Marketing Management.
2 nd Week: Specifications of the agricultural and food products Marketing.
3 rd Week: Marketing environment.
4 th Week: Competitive environment.
5 th Week: Marketing Mix.
6 th Week: Product
7 th Week: Price

8th Week: Place
 9th Week: Promotion.
 10th Week: Packaging
 11th Week: Product life cycle
 12th Week: Marketing plan
 13rd Week: Presentations of the case studies.

4. TEACHING METHODS – ASSESSMENT

Learning methods	Face to face, distance learning.	
USE OF ICT	e-class – Teams – Emails – web page	
Organization	Activity	Semester workload
	Lectures	39
	Tutorial, Classroom exercises	39
	Studying and analyzing bibliography	15
	Case studies	32
	TOTAL	125
STUDENT EVALUATION	Written exams at the end of the semester. Students obliged to answer multiple choice questions as well as to develop their answers in open questions.	

5. BIBLIOGRAPHY

-Recent bibliography :

Staboulis, C., Margariti, S., Polymeros, K., (2022). Investigation of Greek consumers' preferences towards certified fish products: A market segmentation analysis". *Agricultural Economics Review*, Vol.22:(1), pp. 32-44.

Margariti, S., Stamboulis Ch. and Polymeros K., (2021). "Investigating consumer behavior towards certified fisheries products". 16th Conference of the Greek Association of Agricultural Economists. October 2021, Athens, Greece.

Lampiris G., Karelakis CH., Loizou E. and Polymeros K. (2018). "Evaluation of the effects of the CAP measures in a local economy: the case of Central Macedonia". 15th Conference of the Greek Association of Agricultural Economists. November 6-8, 2016, Thessaloniki, Greece.

Oikonomou, A. and Polymeros K., (2017). " The impacts of the economic crisis on Greek exports of sea bass and sea bream". *Journal of Aquaculture & Marine Biology*, 5:3.

Oikonomou, A. and Polymeros K., (2015). "Analyzing the Competitiveness of the Greek Sea Bream Exports in the European Union Market". *Journal of Global Economics*, 3:2, 1-10.

Botonaki, A., Polymeros K., Tsakiridou E. and Mattas K., (2006). "The role of food quality certification on consumers' food choices". *British Food Journal*, Vol. 108, (2), pp. 77 - 90.

Michailidis, A., Polymeros K. and Loizou E., (2006). "Biologic Olive Oil Quality:An Illustration of

Consumers' Perception". *International Review of Applied Economic Research*, Vol. 1, (1), pp. 35-43.

-Relative scientific journals:

Journal of Food Products Marketing

Journal of International Food & Agribusiness Marketing

British Food Journal

Trends in food science & technology
Food journal

Apetite

Review of Agricultural Economics

American journal of Agricultural Economics

Agricultural Economics Review

International Review of Applied Economic Research

Journal of Global Economics

Aquaculture Economics and Management