

COURSE: Economics of quality and marketing in the agro-food sector

ACADEMIC YEAR: 2016/2017

TYPE OF EDUCATIONAL ACTIVITY: Characterizing

TEACHER: Prof.ssa Antonella P. Vastola

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mobile (optional):

Language: Italian

ECTS: 6

(5 lessons; 1  
tutorials/practice)

n. of hours: 56

Campus: Potenza

School: SAFE

Program: MSc Food Science and  
Technology

Semester: First

#### EDUCATIONAL GOALS

The aim of the course is providing to the future food technologists the analytical skills and management tools for the economic assessment of agricultural and food products in order to optimal commercialization activities.

#### EXPECTED LEARNING OUTCOMES

At the end of the course, the students will be able:

- to analyze the fundamental aspects of the quality of an agro-food product;
- to combine the previous ones with the safety concept in order to obtain a competitive product ;
- to design a marketing strategy using as background the industry analysis based on the structure-conduct-performance (SCP) paradigm of Porter;
- to design a questionnaire.

#### PRE-REQUIREMENTS

A basic knowledge concerning agro-food economics is required.

#### SYLLABUS

##### Lessons

Students will receive information concerning:

- The economics of quality in the agro-food sector: (i) definitions and the market failures that make necessary to protect the quality by public institutions; (ii) tools to protect agro-food products as certifications, public marks and/or other signs of quality.
- The agro-food marketing and competitive advantage: (i) definitions of the enterprise target; (ii) consumer's purchase behaviour; (iii) market definition and segmentation; (iv) positioning;
- Marketing mix strategies
- Market research: (i) measures of consumption; (ii) demand analysis; (iii) choice of the target market

##### Practises

During the course classroom tutorials and technical visits will be done in order to acquire the ability to analyse different market case studies.

#### TEACHING METHODS

Theoretical lessons and classroom tutorials and technical visits.

#### EVALUATION METHODS

Written examination (at individual level) and discussion of a project work (at group level – max 4). The final grade is the average of the two scores. If one of the two trials is insufficient or if the total score is less than 18, you must repeat all 2 trials.

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#### TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

During the course the teaching material will be distributed. This material is sufficient to overcome the examination only if coupled to class attendance and exercises and the additional study with consultation of the following textbooks (available from the professor if necessary):

- Arfini, F. et al (2010). Prodotti Tipici e Denominazioni Geografiche. Gruppo 2013 Quaderni, Ed. Tellus.
- Bagozzi, Richard P., (1998). Fondamenti di Marketing, Il Mulino. Capitoli: 1, 2, 3, 4, 6.2, 6.3, 9.1, 10.1, 10.3, 11.
- Canali, G. (2010). Verso una politica europea della qualità agroalimentare. Gruppo 2013 Working paper, Ed. Tellus.
- Commissione Ce, Comunicazione della Commissione sulla politica di qualità dei prodotti agricoli, COM (2009) 234 definitivo del 28 maggio 2009.
- FAO (2009) Rapporto FAO-SinerGI "Linking people, place and products. A guide for promoting quality, linked to Geographical Origin and sustainable Geographical Indication", novembre 2009. <http://www.foodquality-origin.org/guide/guide.pdf>
- Kotler, P. (2004). Marketing Management. Pearson Prentice Hall.
- INEA (2010). Qualità, sicurezza e controllo dei prodotti agroalimentari. Supplemento al n. 37 di Agrisole del 24 settembre, Il Sole 24 ORE-AGRISOLE.
- Mariani A., Viganò E. (a cura di) (2004). Il sistema Agroalimentare dell'Unione Europea. ed. Carocci. Cap. 1 e cap. 7
- Stanton, W., Varaldo, R. (1989). Marketing. Il Mulino.

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#### INTERACTION WITH STUDENTS

During the first lecture, the structure and organization of the course and the evaluation procedure will be presented. The teaching material (slide print-outs, exercises, further hand outs) will be made available to students using a cloud storage system (Dropbox or Google Drive) or made available on a pen drive. The outcome of written examinations will be made available by E-mail.

The lecturer will be available for receiving students at least 2 h a week (on Tuesdays and Wednesdays). The students can also communicate with the lecturer via E-mail.

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#### EXAMINATION SESSIONS (FORECAST)<sup>1</sup>

09/02/2017, 08/03/2017, 05/04/2017, 10/05/2017, 14/06/2017, 12/07/2017, 20/09/2017, 11/10/2017, 15/11/2017, 13/12/2017, 24/01/2018.

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SEMINARS BY EXTERNAL EXPERTS YES  NO

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#### FURTHER INFORMATION

Exam's committee: prof.ssa Antonella Vastola, prof. Mario Cozz, dott.ssa Gabriella Nicastro

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<sup>1</sup> Subject to possible changes: check the web site of the Teacher or the Department/School for updates.