

COURSE: Market research for sustainable agro-food products

ACADEMIC YEAR: 2016/2017

TYPE OF EDUCATIONAL ACTIVITY: Free choice

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:

#### EDUCATIONAL GOALS

The aim of the course is providing to the future food technologists the analytical skills and management tools for: (i) the identification of the most competitive markets for the commercialization of food products; (ii) design market research useful to optimize marketing 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 and its relevant aspects for the sustainability;
- to identify the market/s and its competitive segments and thus more profitable for a company and/or a group of them;
- to set up an analysis and a market research, using all the databases and the technical and scientific literature available.

#### PRE-REQUIREMENTS

A basic knowledge concerning agro-food economics is required.

#### SYLLABUS

##### Lessons

Students will receive information concerning:

- 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.
- Tools to make an effective sampling.
- Tools to make a questionnaire and the different methods of administration.
- Market research: quantitative, qualitative and integrated.

##### Practises

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

#### TEACHING METHODS

Theoretical lessons and classroom tutorials and if possible 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):

- Bagozzi, Richard P., (1998). *Fondamenti di Marketing*, Il Mulino.
- Brasini, S., Tassinari F., Tassinari G. (1996). *Marketing e pubblicità*. Il Mulino
- Cedrola, Elena (2001). *Appunti sulle Ricerche di Mercato*. I.S.U. Università Cattolica
- De Luca, Amedeo (2012). *Le ricerche di mercato. Guida pratica e teorica*. Franco Angeli
- Kotler, P. (2004). *Marketing Management*. Pearson Prentice Hall.

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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 Cozzi, 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.