

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

ACADEMIC YEAR: 2018/2019

TYPE OF EDUCATIONAL ACTIVITY: Characterizing

TEACHER: Prof.ssa Antonella P. Vastola

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Language: Italian

ECTS: 6 (5 Lectures + 1 practicals)	n. of hours: 56 (40h lectures + 16h practicals)	Campus: Potenza School: School of Agriculture, Forest, Food and Environmental Sciences Program: MSc Food Science and Technology	Semester: 1
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#### EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

This is an intermediate course in economy and management of agro-food products with the aim of providing to food technologists the knowledge and managerial skills for: the management of food quality systems, the marketing and the economic valorisation of agricultural and processed agro-food products in compliance with current legislation and existing voluntary certification. Finally, the course aims at realizing, in future food technologists, a critical understanding of the role of food origin to preserve the quality of food.

- **knowledge and understanding:** Knowledge of the economic principles underlying the concept of quality (market failure, information asymmetry, public goods, externalities). Knowledge of voluntary legislation for a proper economic valorization of quality products of the Italian agro-food system. Knowledge of the concept of competitive advantage of an industry. Knowledge of the relationship between company goals and marketing strategies;
- **applying knowledge and understanding:** Knowledge of the objective and subjective qualitative characteristics of an agro-food product/service for its valorization through voluntary certifications, trade marks and/or collective brands. Knowledge of marketing tools to identify the market (s) and its most competitive and therefore more economically advantageous business segments.
- **making judgements:** Ability to propose the most suitable tools for the voluntary certifications of the quality of agro-food products. Ability to offer innovative solutions to compete in national and international markets, taking into account the needs of the key players;
- **communication skills:** Ability to talk with entrepreneurs and technicians in planning agro-food quality certification systems. Ability to communicate the value of the voluntary certification system as an instrument for the agro-food enterprises essential to compete in national and international markets. Ability to communicate the impact of fraud cases on consumers at public/institutional authorities. Ability to interact with certification bodies during the registration and recognition phases of food businesses and during quality system audits;
- **learning skills:** Ability to access data sources using all the databases and technical and scientific literature available to prepare a market analysis and/or a corporate case study.

#### PRE-REQUIREMENTS

A basic knowledge concerning agro-food economics is required.

#### SYLLABUS

The course is divided into 5 units. In the first two units are explained: the preliminary concepts (unit 1) and the specific ones of the quality economy in the agro-food sector (Unit 2). In the next three units are developed: the context concepts necessary for an enterprise to compete in the market (unit 3); marketing mix strategies (unit 4); some basic concepts for setting up a market research (unit 5).

##### **Unit 1: Agro-food quality concepts (6h, lectures)**

Introduction to the concept of quality and its evolution related to different industrial development periods.

The definition of agro-food quality and the link with food security.

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Economic and market conditions that require the protection of agri-food quality

**Unit 2: Economics of agro-food quality (8h lectures + 4 practicals)**

The tools for the protection of agro-food quality: certifications, standards.

Bodies responsible for the protection of the agro-food quality and their role in the market.

Certifications: compulsory, voluntary, regulated.

Trademarks and collective brands.

**Unit 3: Agro-food marketing and competitive advantage (8h lectures + 4 practicals)**

Definition of business objectives. Market definition and Porter's competitive advantage. Consumption/shopping behaviours. Market segmentation. Targeting and positioning. Perceptive maps.

**Unit 4: Marketing mix strategies (8h lectures + 8 practicals)**

Product life cycle. Pricing. Product strategies. The strategies for defining the distribution channel most suitable for the marketing of agro-food products. Communication/promotion strategies of an agro-food product/service.

**Unit 5:**

Consumption measurement and demand analysis. Market targeting.

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

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**TEACHING METHODS**

Theoretical lessons and classroom tutorials and technical visits.

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**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

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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>**

26/02/2019, 12/03/2019, 17/04/2019, 21/05/2019, 11/06/2019, 09/07/2019, 17/09/2019, 15/10/2019, 12/11/2018, 17/12/2019, 21/01/2020.

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**EVALUATION COMMITTEE**

prof.ssa Antonella Vastola (president), prof. Mario Cozzi (member), dott.ssa Gabriella Nicastro (replacement member)

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**SEMINARS BY EXTERNAL EXPERTS**    YES     NO

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**FURTHER INFORMATION**

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