



COURSE: Market research for sustainable agro-food productions

ACADEMIC YEAR: 2018/2019

TYPE OF EDUCATIONAL ACTIVITY: Free Choice

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:
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EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

The course of market research for sustainable agro-food productions is intended to provide future food technology experts with tools for analysis and management of: (i) identification of the most competitive markets for the marketing of agro-food products and (ii) the design of market research for optimal marketing activities.

- **knowledge and understanding:** Knowledge of the definition of the market for a product/service in the agro-food sector and its segmentation. Knowledge of the elements on which the competitive advantage of the national agro-food system is based. Knowledge of the tools to build a quantitative and integrated market research;
- **applying knowledge and understanding:** Knowledge of consumer behavior analysis. Knowledge of tools for sample drawing. Knowledge of the tools to prepare a questionnaire and the different methods of administration.
- **making judgements:** Ability to propose innovative market analysis in line with modern market trends and consumer behaviors;
- **communication skills:** Ability to talk with entrepreneurs and managers to identify the market (s) and its most competitive and therefore more economically advantageous business segments;
- **learning skills:** Ability to set up an analysis and market research using all available databases and technical and scientific literature.

PRE-REQUIREMENTS

For a successful attendance at the course the knowledge of business economics and agricultural policy are needed usually provided in the bachelor programs of Food Science.

SYLLABUS

The course is divided into 6 units. In the first two units, the concept of competitive advantage (unit 1) and consumer behaviour analysis (unit 2) are carried out. In the next three units, the concepts of the target market choice (unit 3) are developed; the design of a questionnaire (unit 4); the notions for setting up a market research (unit 5). Finally, quality and integrated research will be dealt with in unit 6.

Unit 1: Theoretical concepts and analysis of tools for defining the competitive advantage of a company / country (8h, lectures)

Market definition and Porter's competitive advantage theory.

The economic and market conditions that make it necessary to protect the quality of agro-food.

Sustainable Marketing Concepts

Unit 2: Consumers behaviour (6h lectures)

Families and lifestyles.

Analysis and measurement of customer satisfaction.

Brand choice models and frequency of purchases.

Unit 3: Target market choice (6h lectures + 2 practicals)

Market segmentation.

Placement of products and brands.

Perceptive maps.

Unit 4: Questionnaire: design, assessment scales, contact techniques (8h lectures + 8 practicals)

Types of questions posed in a questionnaire

The formulation of the questionnaire according to the research goal and the client.

Assessment scale

Contact Techniques: interview, panel test, privileged, mixed witnesses.

Primary databases.

Unit 5: Market research: desk analysis, representation and data processing (10 h lectures + 4 practicals)

Identification of databases for desk analysis.

Collection, sorting and classification of data

Graphic representation of data

Analysis of the relationship between market phenomena: connection and correlation.

Unit 6: Qualitative and Integrated Researches (2 h lectures + 2 practicals)

Types of qualitative research

Detection Techniques

Psychological research

TEACHING METHODS

The course includes 56 hours of teaching between lessons and exercises. In particular, there are 40 hours of classroom lessons and 16 hours of classroom exercises with study case studies and visits to some industry companies.

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.

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
- Chisnall, Peter M., (1993) *Le ricerche di marketing*. McGraw-Hill
- De Luca, Amedeo (2012). *Le ricerche di mercato. Guida pratica e teorica*. Franco Angeli
- Kotler, P. (2004). *Marketing Management*. Pearson Prentice Hall..

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.

EXAMINATION SESSIONS (FORECAST)¹

27/06/2019, 12/07/2019, 17/09/2019, 15/10/2019, 12/11/2019, 17/12/2019, 21/01/2020.

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



**SCUOLA DI SCIENZE
AGRARIE, FORESTALI,
ALIMENTARI
ED AMBIENTALI**

EVALUATION COMMITTEE

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

SEMINARS BY EXTERNAL EXPERTS YES NO

FURTHER INFORMATION
