**COURSE LAYOUT**

1. **GENERAL**

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| **SCHOOL** | FOOD, BIOTECHNOLOGY and RURAL DEVELOPMENT | | | | |
| **DEPARTMENT** | BIOTECHNOLOGY | | | | |
| **STUDY LEVEL** | *Undergraduate* | | | | |
| **COURSE CODE** |  | **ΕΞΑΜΗΝΟ ΣΠΟΥΔΩΝ** | | 5th | |
| **COURSE TITLE** | Food and Agricultural Marketing | | | | |
| **INDEPENDENT TEACHING ACTIVITIES** | | | **WEEKLY TEACHING HOURS** | | **ECTS** |
| Lectures | | | 4 | | 5 |
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| **COURSE TYPE** | Core Scientific Area | | | | |
| **PREREQUISITES** |  | | | | |
| **LANGUAGE** | Greek | | | | |
| **IS THE COURSE OFFERED for ERASMUS STUDENTS?** | No | | | | |
| **COURSE WEB PAGE** | http://openeclass.aua.gr/courses/AOA107/ | | | | |

1. **LEARNING OUTCOMES**

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| **Learning Outcomes** | |
| Thiscourseisanintroductorycourseinfoodandagriculturalmarketing. Thecourseusestoolsfromthe course “IntroductiontoEconomicTheory”.  Thecoursewillintroducestudentsinthenotionsofseasonalvariationofprices, ofmarketingchannel and marketing bill as well as vertical integration in the agricultural sector.  The course will also cover basic marketing strategies used by agricultural and food enterprises which include future contract markets, strategic price setting and pricing schemes.  Theaimofthecourseisforstudentstosee theusefulnessofmarketingtoolsasameanstounderstand controversial topics in the agro-food sector like genetically modified foods, organic foods, local foods and hormones/antibiotics use.  Bycompletingthiscoursethestudentwillbeableto:   * Understandhoweconomicwayofthinkingcanhelpdealing with marketing issues * Use basic tools for analyzing issues related to agricultural and food marketing * Beinplacetodiscriminate between thedifferentpricingpoliciesused by agricultural and food companies in the context of their pricing schemes * Usemarketingtoolstoanswerproblemsrelevanttothecontentofthiscourse | |
| **GeneralCompetenses** |
| * Autonomous work * Decision making * Critique and self-critique * Advance of free thinking and reasoning | |

1. **COURSE CONTENT**

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| 1. Basic knowledge from economics    1. Supply/demand    2. Partial and general equilibrium models    3. Imperfect competition 2. Price analysis    1. Seasonal variation of prices    2. Market adjustments    3. The food marketing channel    4. Marketing bill    5. Vertical integration    6. International trade of agricultural products 3. Marketing strategies    1. Future contracts    2. Offsetting/hedging/manipulating future contracts    3. Cross-hedging, optionsinfuturemarkets    4. Strategic price setting    5. Pricing schemes 4. Food controversies    1. Genetically modified foods    2. Organic foods    3. Local foods    4. Hormones and antibiotics |

1. **TEACHING and LEARNING METHODS - Evaluation**

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| **TEACHING METHOD** | In class |
| **USE OF INFORMATICS and COMMUNICATION TECHNOLOGIES** | * e-class platform * Power-Point slides * Online homework crosswords in html |
| **TEACHING ORGANISATION** | |  |  | | --- | --- | | *Activity* | *Work Load* | | Lectures | 52 | | Study at home | 40 | | Homework assignments | 33 | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | | *Course total*  *(25 hours of student work load per ECTS)* | ***125*** | |
| **STUDENTS EVALUATION** | Written final exams (100%) including:   * + - Multiple choice questions     - Exercises     - Open type reasoning questions |

1. **BIBLIOGRAPHY**

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| * Jayson L. Lusk και F. Bailey Norwood (2013), Agricultural and Food Marketing, Broken Hill Publishers (in Greek) * Norwood, B. (2014) Agricultural Controversies: What Everyone Needs To Know, Forthcoming with Oxford Publishing |