

Course Unit: 935020 - Food marketing and distribution

Year 2 Semester 3 ISCED Code: 416 ECTS: 2,0

Type of Course Unit: Compulsory Delivery Mode: Face-to-face Language of Instruction: Portuguese

COURSE COORDINATOR: Maria Isabel Costa Gonçalves Valente

HOURS OF WORK

TOTAL HOURS	Contact Hours								Hours in autonomous work
	Theory	Theory and practice	Practical and laboratory work	Field work	Seminar	Internship	Tutorial guidance	Other	
50		21							29

Prerequisites (if applicable): Not applicable.

LEARNING OUTCOMES (knowledge, skills and competence)

Master the concepts, methods and food marketing and distribution techniques emphasizing its importance as a strategic tool for the development of agri-business companies.

Providing students market analysis instruments, the consumer market knowledge, methods and targeting techniques and positioning of food products on the market.

Developing the ability to solve problems and make decisions under the marketing and agri-food distribution.

CONTENTS

1. Concept of marketing
2. Market segmentation and positioning
3. Elements of development effectiveness of marketing:
 - 3.1. The international marketing
 - 3.2. Marketing and the Internet
4. Product policy
 - 4.1. Concept Product
 - 4.2. Strategy of product range and brand
 - 4.3. Strategy for developing new products
 - 4.4. Trademark policy
 - 4.5. Common packaging
5. Price policy
 - 5.1. Determining the price
 - 5.2. Principles of price changes
6. Communication policy
 - 6.1. The communication model
 - 6.2. The promotion model. The promotion mix

6.3. The advertising decisions

7. Distribution policy

7.1. General

7.2. The economic utility of food distribution: strategic elements

7.3. Foreign producers / distributors

7.4. Point of sale

8. Strategy, planning and control of agro-food marketing

8.1. Overview of the planning process of agro-food marketing

8.2. Action plan and control

DEMONSTRATION OF THE CONTENTS COHERENCE WITH THE COURSE UNIT'S LEARNING OUTCOMES

The domain of the basic concepts and techniques of marketing and food distribution as a strategic element for the development of agri-food businesses allows developing skills for problem solving and decision making within the agri-food market in a value creation perspective and increased competitiveness.

The syllabus allow developing integrated and interdisciplinary vision of food sectors, with emphasis on marketing and distribution activities, meet the food supply chain and agro-food chain. Developing skills in the context of the market analysis, the relationship producer / processor / distributor of market segmentation, function and marketing policies, planning and control of marketing. There is the food distribution, its strategic elements and key trends in the value chain.

TEACHING METHODOLOGIES

Lectures to present the basics of marketing and food distribution interspersed with case studies and problem solving;

- Analysis of scientific articles;

- Analysis and discussion of case studies; a practical component where it is intended to illustrate real situations through case studies and problem solving;

- A methodology of active participation in classes where it fosters the discussion of ideas and opinions with the aim of developing reasoning skills and decision-making;

- Encouraging research and monitoring of the research work for the development of a marketing plan.

DEMONSTRATION OF THE COHERENCE BETWEEN THE TEACHING METHODOLOGIES AND THE LEARNING OUTCOMES

The exhibition part of the classes is aimed at presenting the basic concepts, methods and techniques of marketing and distribution chain;

- The practical part of classes aimed at the theory of illustration with case studies and real examples for analysis and discussion aimed at an active participatory methodology in order to develop reasoning and the development of creative ideas in the agri-food marketing;

- The link between theory and practice aims to develop problem-solving skills and decision making within the agri-food market.

EVALUATION METHODS

Written test with individual weighting of 50% and a working group to present and discuss outside of contact hours with 50% weighting.

MAIN BIBLIOGRAPHY

ANCÍN, José M. S. V. (1998). La distribución comercial: opciones estratégicas. Escuela superior de gestion comercial & Marketing. Madrid.

AURIER, P. & Sirieix, L. (2004). Le Marketing des Produits Agroalimentaires, Dunod, Paris

KOTLER, P., (1995). Marketing. Editora Atlas S.A., São Paulo.

KOTLER, P. et al, (2003). Administração de Marketing. Upper Side River, New Jersey, Ed. Pearson, Inc.

LAGRANGE, Louis, (1995). La commercialisation des produits agricoles et alimentaires. Technique & Documentation – Lavoisier. . 2.ª Edição.

LENDREVIE J., LÉVY, J., DIONISIO P. e RODRIGUES J., (2015). Mercator – Teoria e prática do marketing. 16ªEd. rev., Coleção Gestão & Inovação, Publicações Dom Quixote, Lisboa.

PIRES, Aníbal, (2003). Marketing. Conceitos, Técnicas e Problemas de Gestão. Editora Verbo, 3.ª Edição, Lisboa.

ROUSSEAU, José António,(1997). Manual de distribuição – Uma visão Global e reestruturante da moderna distribuição. Biblioteca de gestão – ExamExame Abril Control/Jornal.

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