
Course title: AGRICULTURAL MARKETING

ECTS credit allocation (and other scores): 2.0

Semester: spring

Level of study: ISCED-7 - second-cycle programmes (EQF-7)

Branch of science: Agricultural sciences

Language: English

Number of hours per semester: 40

Course coordinator/ Department and e-mail: dr inż. Wojciech Truszkowski, Department of Agrotechnology, Agricultural Production Management and Agribusiness, wojciech.truszkowski@uwm.edu.pl

Type of classes: classes and lectures

Substantive content

CLASSES: Food marketing strategy and tactics; the role of the product in marketing; improving management efficiency through distribution; food promotion instruments and price strategies. Components of marketing research.

LECTURES: Significance of marketing in attaining economic efficiency; the role of marketing strategies in agribusiness management; the farm as a marketing system. Marketing information on the food market and its influence on purchasing decisions; the product as an instrument in food marketing; the role of food packaging; Polish food brands; the main considerations in promotional campaigns; market monitoring methods; marketing expenditures.

Learning purpose: Presentation of marketing strategies applied on the market of agricultural products and services, and instruments supporting the management of agricultural organizations.

On completion of the study programme the graduate will gain:

Knowledge: The student is familiar with the principles of marketing strategies. The student understands marketing concepts. The student is familiar with the specific features of agricultural marketing.

Skills: The student is familiar with specific marketing instruments in farms and agricultural businesses. The student applies management and marketing planning methods in practice. The student develops product or service management strategies in agribusiness.

Social Competencies: The student recognizes the significance of marketing strategies in business. The student solves marketing problems individually and in a group.

Basic literature: Urban S. 2008. Marketing produktów spożywczych. UE we Wrocławiu; Adamczyk J. 2001. Marketing i zarządzanie w agrobiznesie. Politechnika Rzeszowska.

Supplementary literature: -

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 1.37 ECTS points

Student's independent work: 0.63 ECTS points