

Course title: FOOD MARKETING AND PRODUCTION ECONOMICS

ECTS credit allocation (and other scores): 2

Semester: spring

Level of study: ISCED-6 - first-cycle programmes (EQF-6)

Branch of science: Agricultural sciences

Language: English

Number of hours per semester: 15/15

Course coordinator/ Department and e-mail: dr inż. Katarzyna Staniewska, Department of Commodity Science and Food Analysis, kasta@uwm.edu.pl

Type of classes: classes and lectures

Substantive content

CLASSES: 1. Food Marketing basics, the use of marketing -mix instruments – project work, oral presentation; 2. Similarities and differences of the international marketing strategy implementation by chosen companies 3. Adapting a global firm's product mix to meet local needs in host countries - case study; 4. Consumer's needs – case study 5. Communication with the consumer, various forms of information transfer: legal requirements and market rules - project work.

LECTURES: 1. The basics of the food marketing; 2. Agro-food market 3. The basics of consumer's and producer's decisions in the food market 4. International marketing and marketing B to B 5. Legal, ethical and market aspects of specific food groups.

Learning purpose: to present the basic concepts of food marketing and food production economics, to educate student about importance of law in food production and its promotion, to present the basic elements of the competitiveness of food companies.

On completion of the study programme the graduate will gain:

Knowledge: have knowledge about basics of food marketing, food production economics, importance of the ethics and law in activities related to food production and its promotion.

Skills: to develop skills connected with recognition and analysis of basic trends in the food business environment and skills connected with using knowledge in the design and implementation of food products innovation.

Social Competencies: ability to work in a international group.

Basic literature:

Rachel E. Helwig, *Transparent Food Marketing: A Clear Understanding of Food Marketing Terminology*, 2015

Supplementary literature: publications and other sources indicated by the teacher

The allocated number of ECTS points consists of:

Contact hours with an academic teacher:

- participation in: classes – 15h
- participation in: lectures – 15h
- consultation – 2h



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Student's independent work: 18h