



**Short Program of Course:**

**Academic Year: 2021 – 2022**

**Agricultural Marketing**

**"Bachelor" in "Agribusiness Management"**  
First Cycle Study Program (180 ECTS)

Type of activity	hours
Lectures:	45
Seminars:	15
Exercises:	
Laboratory:	
Fieldwork practice:	
Clinical practice:	
Sportive practice:	

<b>Credits:</b>	5
<b>Discipline:</b>	B

<b>Total workload</b>	5	x	25	=	125
<b>Class workload:</b>					60
<b>Individual workload:</b>					65

<b>Code:</b>	AGR-A-09B
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**Description of Course**

<b>1</b>	<p><b>INTRODUCTION TO THE MARKETING OF FOOD</b> • What is marketing?</p> <ul style="list-style-type: none"> <li>• Marketing is complex and sumptuous.</li> <li>• Definition of marketing</li> <li>• Marketing is an added-value process</li> <li>• The process of marketing</li> <li>• Alternative perspectives in the food market</li> </ul>
<b>2</b>	<p><b>ANALYSIS OF MARKETS OF FOOD AND AGRICULTURAL PRODUCTS</b> •</p> <p>Approaches in the study of food marketing</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Functional Treatment</li> <li><input type="checkbox"/> Institutional treatment</li> <li><input type="checkbox"/> Treatment of conduct systems</li> <li><input type="checkbox"/> Management of food marketing</li> </ul>
<b>3</b>	<p><b>PROCESSING INDUSTRY AND FOOD PROCESSING</b> <input type="checkbox"/> Management of marketing in the food processing industry</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Strategy of production</li> <li><input type="checkbox"/> Structure of food industry</li> <li><input type="checkbox"/> Establishment of food processing firms</li> <li><input type="checkbox"/> The law of the market areas</li> </ul>
<b>4</b>	<p><b>INTERNATIONAL FOOD COMMERCE</b> • The contribution of trading agricultural products</p> <ul style="list-style-type: none"> <li>• The economic reasons for foreign trade</li> <li>• Foreign investments in the global food industry • Agricultural trading policies</li> </ul>
<b>5</b>	<p><b>COMPETITION IN FOOD MARKETS</b> • Types of competition; The perfect competition</p> <ul style="list-style-type: none"> <li>• Monopoly. Oligopoly; Monopolistic competition</li> <li>• Structure and market performance • Competitive conditions in food markets</li> </ul> <p>Competition in action</p>
<b>6</b>	<p><b>PRICES OF FARM PRODUCTS AND FOOD PRICE</b> • The factors that influence the farm prices • The price tendency in common food products and their relationship • Fluctuation of prices of agricultural goods</p>

7	<p>PRICES OF FARM PRODUCTS AND FOOD PRICE • Farm prices and the cost during business cycle</p> <ul style="list-style-type: none"> <li>• Cycles of agricultural prices</li> <li>• Seasonal variations of prices • Farm income and prices</li> </ul>
8	<p>VARIABLE ORGANIZATION IN FOOD MARKETS • Vertical coordination in food markets</p> <ul style="list-style-type: none"> <li>• Specialization and diversification in food markets</li> <li>• Decentralization of food markets</li> <li>• Integration of food markets</li> <li>• Union and connections in food industry</li> <li>• Interaction within agriculture</li> </ul>
9	<p>COOPERATIVES IN FOOD INDUSTRY • What is a cooperative?</p> <ul style="list-style-type: none"> <li>• Types of cooperative business</li> <li>• Aims of cooperatives</li> <li>• The problems of today's cooperatives</li> <li>• Cooperatives of consumers' food</li> </ul>
10	<p>MARKET DEVELOPMENT AND EXTENSION OF DEMAND • Development of market in the food industry</p> <ul style="list-style-type: none"> <li>• Types of demand for food</li> <li>• The role of advertisement and its critics</li> <li>• Advertisement in the food system</li> <li>• Farmers and market development</li> </ul>
11	<p>MARKET INFORMATION • Market information and its sources, valuation criteria</p> <ul style="list-style-type: none"> <li>• Issues related to the novelties in market and information</li> <li>• Critics about market information programs • Responsibilities of information users</li> </ul>
12	<p>STANDARDIZATION AND RATING Standardization in food industry</p> <p>Rating and standards of food quality Market impact from Standardization</p> <p>Early history of standards and the current situation Obligatory rating versus optional rating</p>
13	<p>STANDARDIZATION AND RATING Aims and problems of rating food quality</p> <p>Rating criteria and standards</p> <p>Rating problems and standards in relation to food</p> <p>Farmers, marketing agencies and consumers ratio towards food rating</p> <p>Farmers and unique rating</p> <p>Marketing agencies and food Rating</p>
14	<p>STORAGE Food stocks, carried stocks and reserves Storage operations; Location and capacity of storehouses</p> <p>Changes in the seasonal storage patterns</p>
15	<p>STORAGE Public supervision Who must store? Improvement of food storage</p> <ul style="list-style-type: none"> <li>- Productivity increase of storing facilities</li> <li>- Reduction of products spoiling</li> <li>- Storage and risk containment</li> </ul>