

Efficiency and market of organic products (YEAR II, SEMESTER I)

Number of transferable credits: 6

Course status

Course in field - mandatory

Holder of course

Prof. dr. Elena LEONTE

Course objectives (resulting from specific powers accumulated grid)

Course general objective	Improving theoretical and practical training in economics and enhancement of organic products in a competitive market. Full satisfaction of consumers with organic products by adapting production to market requirements and using specific strategies: product strategy; pricing strategy; distribution strategy; promotion strategy.
Specific objectives	Formation of individual and organizational skills on communication in order to adapt to the economic requirements of consumers of organic products on the domestic and / or foreign market; students involvement in scientific research of specific organic products marketing, inclusion in research teams and partnerships with universities and research units in the country and abroad. Adapting the activity of agricultural and / or organic food firms to the requirements of the free market (competition), aimed at the diversification of agricultural and / or organic food products, their quality, improving the distribution, promotion and exploitation, both domestically as and the European and world market.

Content (syllabus)

Course
Chapter 1 – The economic efficiency of organic agricultural production; 1.1. The concept of economic efficiency, criteria and indicators; 1.2. Production costs and unit costs of organic products; 1.3. Measures to support producers of organic products; 1.4. Return on organic agricultural production
Chapter 2 - Organic food market; 2.1. Concept, structure, functions, influential factors; 2.2. Prices of organic food: calculation methods and price negotiation; 2.3. Pricing strategies of organic food markets; 2.4. Outlook for the organic market
Chapter 3 – Distribution and use of the services of organic food; 3.1. Distribution: content, ways of achieving, functions, types; 3.2. Features of organic products trade 3.3. Economic indicators for the retail marketing of organic agricultural products; 3.4. Wholesale and retail of organic food; 3.5. Enterprise network for the recovery of organic food.
Chapter 4 - Promotion of organic food 4.1. Theoretical aspects; 4.2. Aim and objectives; 4.3. Communication; 4.4. Publicity;
Seminar / Laboratory / Practical applications
The methodology for calculating the final output and added value in agriculture
The economic efficiency of organic products of plant origin
The economic efficiency of organic products of animal origin
Case studies of strategic alternatives analysis and market price of an agricultural and / or food product
Outlook of the organic market
Case studies on recovery and promotion of agricultural and / or organic food products in domestic or foreign markets
References
1. Gîndu Elena, Chiran A., Jităreanu A.-F. 2014 - Agricultural marketing. Editura PIM, Iași 2. Gîndu Elena, 2012 - Marketing organizational: decisions and strategies. Editura PIM, Iași 3. Chiran A., Gîndu Elena, Banu A., Ciobotaru Elena-Adina, 2004 - Agricultural and food products market - theoretical and practical approach. Ed. CERES, București. 4. Constantin M., Chiran A. și colab., 2009 – Marketing of food products. Ed. AgroTehnica, București.

Evaluare

Activity type	Evaluation criteria	Evaluation methods	Percentage of final grade (%)
Course	answers to exam / colloquium / practical work	written - classic	60
Assisted Activities / Control themes	Tests during the semester and final test; control tasks (essays)	case studies (tests solved by computer)	40

Contact

Prof. dr. Elena LEONTE

Faculty of Agriculture - USAMV Iași

Aleea Mihail Sadoveanu nr. 3, Iași, 700490, România

Telephone: 0040 232 407420, fax: -

E-mail: egindu@uaiasi.ro