

Subject: Market products in public alimentation and agrotourism

Nr. transferable credits 7

Discipline status

Discipline area - compulsory

Discipline titular

Prof. dr. Elena LEONTE

Objectives (course and applications)

In the classes and practical work aims the theoretical and practical training of future graduates of master in products market public alimentation and agro tourism and the alignment techniques and market strategies used in EU countries in order to fully meet the consumer demand . It also aims formation of skills regarding individual communication and organizational in order to adapt the activity of economic agents at consumer requirements from the domestic market and external, involvement master students in scientific research specific for product market and services. including in the research teams of discipline and partnerships with universities and research units in the country and in other countries.

Discipline content (curriculum)

Discipline content
VI.1. Course (chapters / subchapters)
Market - part of the marketing mix: characteristics, structure, functions and determinants of goods and services market; the ability of market, segmentation, typology, market area, the market potential and market dynamics goods and services; market conditions for goods and services; market strategy of companies.
Forecast of market products and services of public alimentation and agro tourism: the content and the role of forecasts; types of forecasts; quantitative and qualitative methods of forecasting.
Prices and pricing strategies of local and regional agricultural markets: general considerations regarding the prices of public alimentation and Agrotourism; pricing methods of public alimentation and Agrotourism products; negotiation of prices.
The market for products of vegetable origin
Market products of animal origin
Market and pricing strategies
Practical work
Changing the market product and company against the competition; Assess the degree of focus of the market of a product based on the GINI index-Struck.
Market share; Forecast of market share; The market segmentation of goods and services of public alimentation and Agrotourism; calculate the market size of the product.
Forecast of offer of goods and services through simple methods; Multifactorial sales forecast using the regressio model ; The forecast on medium-term and long-term sales trend using the extrapolation method ; Export forecast of goods and services public food agro tourism and buying habits.
Marketing substantiate decisions regarding product choice and price variation; The study of penetration on consumption of products and services in public food and agro tourism and their appreciation.
The study of distribution of goods and services and agritourism; calculating efficiency of a promotional campaign for products and services of public alimentation and tourism.

BIBLIOGRAPHY

1. **Gîndu Elena**, Chiran A., Jităreanu A.-F., **2013 – Marketing in public food and agrotourism**. Editura Pim, Iași, ISBN 978-606-13-1211-5
2. **Gîndu Elena**, 2012 - **Marketing organizational decisions and strategies**. Editura PIM, Iași, ISBN 9-786061-311408
3. Chiran A., **Gîndu Elena**, Ștefan G.,**1999 – Agricultural products market - Characteristics, evolving, trends**.Editura Ion Ionescu de la Brad, Iași
4. Chiran A., **Gîndu Elena**, Banu A., Ciobotaru Elena-Adina, **2004 - Agricultural and food products market - theoretical and practical approach** . Editura CERES, București, ISBN 973-40-0636-3

Evaluare

Evaluation Type	Evaluation forms (Written, oral and written, oral, test, practical application, etc.)	Percentage of the final grade (%)
Exam	Written	60
Ongoing evaluation	Test lecture and practical work, practical applications results	40
TOTAL		100

Contact

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