

Agricultural marketing strategies (YEAR I, SEMESTER II)

Number of transferable credits: 6

Course status

Course in field - mandatory

Holder of course

Prof. dr. Aurel CHIRAN

Discipline objectives (course and applications)

- theoretical and practical training of the students' abilities in agricultural products marketing and alignment to standards, techniques and marketing strategies used in the European Union in order to meet the constantly changing consumers' demands as fully as possible,;
- adapting agricultural firms' work to the requirements of the free market (competition), aimed at the diversification of agricultural products, their quality, improving the distribution, promotion and exploitation, both domestically and on the foreign market.

Content (syllabus)

Course (Chapters/subchapters)

Semester II

Chapter 1 – Product strategy in agricultural marketing

1.1. Objectives and areas of achievement in product strategy; 1.2 The brand - an essential element in the product strategy; 1.3. Product quality: features, mandatory requirements, influencers; 1.4. Quality certification, quality standards and standardization; 1.5. Packaging in product strategy

Chapter 2 – Strategy and market prices for agricultural and / or food products

2.1. General considerations on price in the marketing activity; 2.2. Methods of fixing prices of agricultural and / or food products; 2.3. Negotiate prices and pricing strategy; 2.4. Market strategies; 2.5. Term market study; 2.6. Foreign market research

Chapter 3 – Distribution strategies for agricultural and / or food products

3.1. General considerations on the distribution of agricultural and / or food products: content, role, functions, options; 3.2. Distribution channels; 3.3. Branch and branch policy in the distribution process of agricultural and / or food products; 3.4. Physical distribution (logistics); 3.5. Distribution strategy;

Chapter 4 – Promotion strategies for agricultural and / or food products

4.1. Promotional campaign; 4.2. Publicity; 4.3. Sale by personal effort; 4.4. Public relations; 4.5. Special promotional activities; 4.6. Merchandising

Chapter 5 – International marketing strategies

5.1. General considerations; 5.2. The process of developing international marketing strategies; 5.3. The main international marketing strategies

Practical applications

Semester II

Study of consumption penetration of agricultural and / or food products and appreciation of their attributes using scalograms

Case studies on market choice based on circumstances

Case studies of marketing decision substantiation for product selection and price in the sale and purchase operations on domestic or foreign markets
Case studies on the assessment of the distribution strategy of agricultural and / or food products
Optimizing distribution cost of agricultural and / or food products
Case studies on the organization and effectiveness of a promotional campaign
Case study on designing a strategic marketing plan in fruit production
Case study on the promotion of companies specialized in wine production by implementing online marketing
Developing a marketing plan for the marketing strategy of a brand on the Romanian market

REFERENCES

1. Becali Laura, Bojan I., 1999 – Marketing strategies for products. Ed. U.T. Press, Cluj-Napoca
2. **Chiran A.**, Gîndu Elena, Jităreanu A.F., 2015 – Agricultural marketing strategies, Ed. ”Ion Ionescu de la Brad” Iași.
3. Gîndu Elena, 2006 - Marketing - organization, strategies, decisions, consumer behavior. Ed. TEHNOPRESS, Iași.

Evaluation type	Evaluation forms (written, written and oral, oral, test, practical application, others)	Percentage of final grade (%)
Exam	Written	60
Ongoing evaluation	Course test, reports and evaluation of seminar results	40

Contact

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