

Marketing and merchandising (IVnd Year of study, VIIth Semesters)

Credit value (ECTS) 5

Course category

Domain (Imposed)

Course holder:

PhD. Prof. Elena LEONTE

Discipline objectives (course and practical works)

The course aims to train students in managerial and marketing skills, broadening the field and area of knowledge, consolidating and improving training, decision-making on the autonomy and responsibility of marketing-oriented companies in order to increase food sales, demand consumption of food and making a profit for the demand and supply of food.

Also, it is considered the formation of skills regarding individual and organizational communication, in order to adapt the activity of economic agents to the requirements of consumers on the internal and external market and to satisfy as fully as possible the consumption needs, differentiated by market segments, the level of supply and purchasing power of consumers.

The practical works aim at familiarizing students with the work technique, forming skills for analysis and interpretation of the marketing mix; the use of computer programs specific to marketing, solving on a computer, recommending variants with applicability within companies oriented towards food marketing.

Contents (syllabus)

Course (chapters/subchapters)
The emergence, concept, role and functions of marketing The concept of marketing and the conditions of its appearance; The place, role and functions of marketing; Development stages and areas of marketing application
Organizing the marketing activity
The external environment of the agro-food company - The structure of the external environment of the agricultural company; The relations of the agricultural company with the external environment
Consumer needs and demand for food - Study of consumption needs for agricultural products; Study of consumer demand and consumption for agricultural products
Product and consumption of food

Market, prospecting and forecast of the food market - Characteristics, structure, functions and influencing factors of the agricultural market; Market capacity, segmentation, typology, market area, potential market and market dynamics of the agricultural company; The conjuncture of the market of the agricultural company; Market strategy of the agricultural company; The content and role of marketing forecasts; Quantitative and qualitative forecasting methods used in marketing.
Food distribution - Content, functions and role of distribution; Distribution channels (marketing); intermediates; Physical distribution (logistics) and reverse distribution;
Food promotion - The concept, purpose and objectives of promoting agricultural products; The structure of promotional activities; Promotional campaign; advertising; Selling through personal efforts; Public relations; Use of trademarks; Specialized promotion activities; Merchandesignul
Merchandise - definition, stages in evolution and perspectives Research methods used in merchandise
Classification of agro-food commodities Product quality in the market economy. Packaging and labeling. Standardization.

Practicum
Study of consumer demand for food with the help of data from family budgets.
Estimating consumer demand for food by income and family size.
Consumer demand elasticity for food by price.
Commercial gravity, calculation of the area of commercial attraction and migration of consumer demand for food.
Market share. Food market share forecast.
Food market segmentation. Calculation of product market size.
The marketing decision regarding the choice of the market according to the conjuncture.
Forecasting the supply of agricultural and agri-food products by simple methods.
Final knowledge verification colloquium

References

1. Gîndu Elena, Chiran A., Jităreanu A.F., 2014 – Agrarian marketing, Ed. PIM, Iași.
2. Gîndu Elena, 2012 – Organizational marketing, decisions and strategies. Ed. PIM, Iași.
3. Gîndu Elena, 2006 – Marketing - organization, strategies, decisions, consumer behavior. Ed. Tehnopress, Iasi.

4. Chiran A., Gîndu Elena, Ciobotaru Elena-Adina, 2004 – Marketing-guide for practical applications.Ed. PIM, Iași.
5. Chiran A., Dima Fl.M., Gîndu Elena , 2007– Marketing in agriculture. Ed. Alma Print, Galați.
6. Constantin M., Chiran A. și colab., 2009 – Marketing of agri-food products. Ed. AgroTehnica, București

Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Exam	Written exam - classic	60 %
Practical work	Preparation of thematic reports; debates and analysis of purpose and pursued objectives, tests	40 %

Contact

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