

Marketing (IVnd Year of study, VIIIrd Semesters)

Credit value (ECTS) 4

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 their learnings, 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 food demand and supply.

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 segment, the level of supply and purchasing power of consumers.

The practical works aim at familiarizing the 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
Organizing the marketing activity
The external environment of the food company
Consumer needs and demand for food
Product and consumption of food
Market, prospecting and forecast of the food market
Food distribution
Food promotion
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
Development of a marketing plan for the launch of a new food product on the market (project)
Final knowledge verification colloquium

References

1. Gîndu Elena, Chiran A., Jităreanu A.F., 2014 – Agromarketing, 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
Assessment of the activity during the semester	Case studies (computer-based tests)	25
	Control topics -written	15

Contact

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