

Marketing (IVth YEAR, VII th SEMESTER)

Credit value (ECTS) 3

Course category

Field discipline - mandatory

Course holder:

PhD. Prof. Elena LEONTE

Discipline objectives (course and practical works)

Acquiring theoretical and practical training by students of the basics on the marketing of agricultural products, in order to adapt agricultural firms activity to the free market (competitive) requirements, both internally and externally.

Forming the skills necessary to meet the full consumption needs, by promoting specific marketing strategies: product strategy, market strategy, pricing strategy, distribution strategy, marketing strategy, international marketing strategy etc.

Learning the techniques and methods of agricultural products marketing, the use of specific marketing software, solving case studies on the computer, developing and recommending projects directly applicable in companies with focus on agricultural marketing.

Contents (syllabus)

Course (chapters/subchapters)
Chapter 1 - Concept, role and functions of marketing in economic theory and practice 1.1. The marketing concept and conditions of its occurrence; 1.2 Place, role and functions of marketing; 1.3. Stages of development and marketing application areas
Chapter 2 - The external environment of an agricultural company 2.1. The company's external environment structure (macroenvironment, microenvironment); 2.2. Relations between the agricultural company and the external environment.
Chapter 3 - Agricultural firm market 3.1. Characteristics, structure, functions and determinants of the agricultural firm market; 3.2. The capacity, segmentation, typology, area, potential and dynamics of the agricultural company market; 3.3. Agricultural firm market conditions; 3.4. Foreign market research; 3.5. Agricultural company market strategy; 3.6. Content and role of marketing forecasts; 3.7. Qualitative and quantitative forecasting methods used in marketing.
Chapter 4 - Study of consumer needs, consumer demand and consumption of agricultural products 4.1. Consumer needs, motivation and motivational research for agricultural products; 4.2. Consumer demand and consumption of agricultural products
Chapter 5 – Study of agricultural supply 5.1. Forms, structure and dynamics of agricultural supply; 5.2. Relationship between market supply and demand of agricultural products; 5.3. Agricultural products life cycle
Chapter 6 - Distribution of agricultural products 6.1.Content, functions and role of the distribution; 6.2. Distribution (marketing) channels; 6.3. Intermediates; 6.4. Physical distribution (logistics) and reverse distribution; 6.5. Distribution strategy

Chapter 7 - Promotion of agricultural products

7.1. Concept, purpose and objectives of promoting agricultural products; 7.2. Structure of promotional activities; 7.3. The promotional campaign; 7.4. Advertising; 7.5. Personal effort sale; 7.6. Public relations; 7.7. The use of trademarks; 7.8. Special promotional activities;

Chapter 8 - Organization of the marketing activity

8.1. Marketing activity position in the organizational structure of an agricultural company; 8.2. Responsibilities and the system of relations of the marketing department; 8.3. Internal structure and staff of the marketing department. 8.4. Abilities of the marketing specialist

Practicum

The study of consumer demand for agricultural products using data from family budgets

Consumer demand estimation based on income and family size

The elasticity of consumer demand for agricultural products based on price and income consumers

Commercial gravity, calculating the area of commercial attraction and migration of consumer demand for agricultural products

Market share; Prediction of market share

Market segmentation for agricultural products

Calculating the size of the agricultural products market

Making the marketing decision for the choice of products and price

Study of the consumption penetration of agricultural products and their evaluation.

Study of distribution for agricultural products

Efficiency calculation for a promotional campaign for agricultural products.

Test

Project:

Marketing study on the launch of a new agricultural product from an agricultural, marketing - oriented company.

References**a) Mandatory**

1. **Gîndu Elena**, Chiran A., Jităreanu A.F., 2014 - *Marketing agrar*, Ed. PIM, Iași.
2. Chiran A., **Gîndu Elena**, Ciobotaru Elena-Adina, 2004 – *Marketing-îndrumător pentru aplicații practice*. Ed. PIM, Iași.
3. Chiran A., Dima Fl.M., **Gîndu Elena** - *Marketing în agricultură*. Ed. Alma Print, Galați.

b) Optional

1. Chiran A., **Gîndu Elena**, Banu A., 2004 – *Piața produselor agricole și agroalimentare – abordare teoretică și practică*, Ed. CERES, București.

Evaluation

Evaluation type	Evaluation forms (written, written and oral, oral, test, practical application, others)	Percentage from the final grade (%)
Exam	Scris	60
Ongoing evaluation	Lecture test and practical applications; practical application results, reports; practice; activitate proiect în timpul semestrului.	40

Contact

PhD. Prof. Elena LEONTE

Faculty of Agriculture - USAMV Iasi

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

Telephone: 0040 232 407420, fax: 0040 232 219175

E-mail: egindu@uaiasi.ro