

# Marketing strategies for promoting agri-food products (IInd Year of study, IIIrd Semester)

Credit value (ECTS) 7

## Course category

Domain (Imposed)

## Course holder:

PhD Lecturer Mioara MIHĂILĂ

## Discipline objectives (course and practical works)

- Deepening theoretical and practical training of master students in the field of promotion of agri-food products and alignment with standards, techniques and technical-economic strategies used in developed countries within the European Union, in order to strengthen and streamline agri-food companies.
- Knowledge and application of the calculation methodology and technical-economic analysis of production processes in the agri-food industry.
- Increasing the degree of professional competence in the field of marketing of agri-food production, for a faster integration in the production activity, combining technical knowledge with those specific to agri-food marketing throughout the production chain, distribution, promotion and capitalization, practicing incentive pricing strategies, in line with the evolution of prices both on the domestic market, but especially on the foreign market.

## Contents (syllabus)

Course (chapters/subchapters)
1. Introduction. Promotio: concepts, brief history and tendencies.
2. Analysis of the marketing area in the context of promotional policies.
3. The brand: notions, concepts, role and importance for the market economy.
4. Promotional techniques and the marketing communication for the agri-food enterprises
5. Publicity
6. Sales promotion
7. Sales forces
8. Public relations and sponsorship
9. The promotional mix of marketing
10. Efficiency and effectiveness of the promotion strategies

Practicum
1. Role, importance and contribution of the internet to the promotional actions progress. Relation internet - strategies for promotion.
2. Promotional strategies and techniques for an agri-food enterprise. Case studies.
3. Strategies and techniques for promotion for an agri-food product. Case studies.
4. Compiling a promotion strategy for an agri-food product, based on the incursion and comparison of the most appropriate promotional techniques for an agri-food product.
5. Building the budget for the promotional mix. Efficiency analysis.
<b>Final colloquium of knowledge evaluation</b>

## References

1. Borza, M. (2014). *Marketing turistic sustenabil*, Editura Tehnopress, Iași.
2. Dănculescu, P. (2012). *Cercetarea practică de marketing*. Editura Brandbuilders, București.
3. Gîndu, E., Chiran, A., Jităreanu, A.F (2014). *Marketing agrar*, Editura PIM, Iași.
4. Chiran, A., Gîndu, E., Jităreanu, A.F. (2015). *Strategii de marketing agrar*. Editura ”Ion Ionescu de la Brad” Iași.
5. Mihăilă, M., Jităreanu, A.F., Leonte, E. (2021). *Marketing. Îndrumar cu exerciții și aplicații practice*. Editura Tehnopress, Iași.

## Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Exam	Written examination	60%
Appreciation of the activity during the semester	Test to verify knowledge. Activity in practical work (on the computer). Applicative project.	40%

## Contact

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