

## Specialization: IEA

**Discipline:** *Marketing* (3rd year of study, 1st semester and 2nd semester)

**Number of credits** 10

### Course category

Field discipline - compulsory

### Course holder:

PhD, Prof. Elena LEONTE

### Discipline objectives (course and practical works)

Within the courses, practical works and projects and projects, we aim theoretical and practical training of future graduates in products and services marketing and alignment at the marketing techniques and strategies used in the European Union, in order to fully satisfy the consumer demands, constantly changing by adapting companies' activity to the requirements of the free (competitive) market.

Also, students must acquire specific techniques and methods of agricultural and food marketing, use a range of specific marketing software, solving case studies on a computer, recommending alternatives with applicability in companies oriented towards agrifood marketing.

### Contents (syllabus)

Course (chapters / subchapters)
<b>First semester</b>
<b>The concept, role and functions of marketing in economic theory and practice:</b> the concept of marketing and the conditions of its occurrence; place, marketing role and functions ; development stages and marketing application areas.
<b>Marketing activity organization:</b> variants of organizing marketing activities; the marketing compartment; marketing specialist abilities.
<b>The decision in the marketing activity:</b> content and typology of marketing decisions; development and embracement methodology of marketing decision; foundation of marketing decision.
<b>The external environment of the company:</b> the structure of the external environment of the company; company relations with the external environment.
<b>Products and services market:</b> characteristics, structure, functions and influencing factors of goods and services market; market capacity, segmentation, typology, market area, potential market and goods and services market dynamics; market conjuncture for goods and services; content and role of marketing activity organization forecasts; qualitative and quantitative methods used in marketing.
<b>The study of consumer needs, consumer demand and consumption of agricultural and food products:</b> the study of consumer needs for agricultural and food products; the study of consumer demand and consumption for agricultural products.
<b>The study of agricultural and food products supply:</b> forms, structure and dynamics of agricultural and food products supply; ratio between supply and demand in the agricultural and food products market; the life cycle of food products.

<b>Second semester</b>
<b>Distribution of goods and services:</b> content, functions and role of the distribution; channels of distribution (marketing); intermediates; physical distribution (logistics) and reverse distribution.
<b>Promoting goods and services:</b> concept, purpose and objective of promoting goods and services; the structure of promotional activities; promotional campaign; advertising; selling through personal efforts; public relations; use of marks; special promotional activities; merchandising.
<b>Strategies in agricultural marketing:</b> product strategy; pricing strategy and market strategy; the distribution strategy.

Practical works
<i>First semester</i>
The study of consumption demand for agricultural and food products, using data from family budgets.
Consumption demand estimation, based on income and family size.
The elasticity of consumption demand for agricultural and food products, based on price.
Commercial gravity, the calculation of commercial area and of the migration consumption demand for agricultural and food products.
Market share; Forecast of market share.
Agricultural and food products market segmentation.
Calculating the dimension of the product market.
Review Test
<i>Second semester</i>
Forecast of agricultural and food products supply, through simple methods.
Sales forecast, using multifactor regression model.
Forecast for medium and long term selling, using the method of trend extrapolation.
Export forecast for agricultural and food products and buying habits.
Marketing decision foundation regarding the product choice and the variant price.
The study of penetration consumption of agricultural and food products and their appreciation.
The study of distribution of agricultural and food products.
Efficiency calculation of a promotional campaign for agricultural and food products.
Review test

Project:

Marketing study regarding the market launch of a new food product at S.C.....
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## Bibliography

### a) Compulsory:

1. **Gîndu Elena**, Chiran A., Jităreanu A.F., 2014 - Marketing agrar, Ed. PIM, Iași.
3. **Gîndu Elena**, 2012 - Marketing organizațional, decizii și strategii. Ed. PIM, Iași.
4. **Gîndu Elena**, 2006 - Marketing - organizare, strategii, decizii, comportamentul consumatorilor. Ed. Tehnopress, Iași.
5. Chiran A., **Gîndu Elena**, Ciobotaru Elena-Adina, 2004 – Marketing-îndrumător pentru aplicații practice. Ed. PIM, Iași.
6. Chiran A., Dima Fl.M., **Gîndu Elena** - Marketing în agricultură. Ed. Alma Print, Galați.
7. Constantin M., Chiran A., Funar Sabina, Draghici Manea, Frone Fl., Pânzaru L., Peț Elena, **Gîndu Elena**, Alecu I., Chihaiu Anișoara 2009 - Marketingul produselor agroalimentare. Ed. AgroTehnica, București.

### b) Optional:

1. Kotler Philip, Armstrong Gary, 2008 - *Principiile marketingului - Ediția a IV-a*. Editura TEORA, București

## Evaluation

<b>Evaluation type</b>	<b>Assessment forms</b> (Written, oral and written, oral, test, practical application, etc.)	<b>Percent of the final grade (%)</b>
Exam	Written	<b>60</b>
Reviews	Course test and practical work; Results of practical applications; Project activity during the semester.	<b>40</b>

## Contact

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