



COURSE DETAILS

MARKETING & CONSUMER SCIENCE

SSD AGR/01 *

** In case of an integrated course, the SSD (scientific disciplinary sector) should be written above only if all modules of the course belong to the same SSD, otherwise the SSD is to be written alongside the MODULE (see below).*

DEGREE PROGRAMME: FOOD SCIENCE AND TECHNOLOGY

ACADEMIC YEAR 2021-2022

GENERAL INFORMATION – TEACHER REFERENCES

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GENERAL INFORMATION ABOUT THE COURSE

YEAR OF THE DEGREE PROGRAMME (I, II, III): I

SEMESTER (I, II): I

CFU: 9

REQUIRED PRELIMINARY COURSES (IF MENTIONED IN THE COURSE STRUCTURE “ORDINAMENTO”)

Passing of the educational debt's tests in Mathematics, Physics and Logic.

PREREQUISITES (IF APPLICABLE)

NONE

LEARNING GOALS

The aim of the course is to introduce the main strategic and operational marketing topics applied to the agri-food sector. The course aims to provide students with an exhaustive overview of the main marketing strategies - segmentation, targeting and positioning and the related operational management choices of products, brands, distribution and promotions methods. The covered topics will lead to the understanding of how, starting from the study of the needs and behavior of consumers, it is possible to create value for customers and establish profitable and long-lasting relationships with them.

EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

Knowledge and understanding

The student must know the principles of marketing applied to the agri-food sector and the fundamentals of the analysis of needs, preferences and behavior of consumers in the food sector. The student must understand the main factors that characterize the competitive environment of the food markets and the different distribution channels, knowledge of methodologies and tools for marketing research and analysis of consumer behavior.

Applying knowledge and understanding

The student must be able to apply the knowledge and skills acquired in the field of marketing applied to the agri-food sector. In particular, the student must be able to develop strategies for segmentation, targeting, differentiation and positioning of the food supply, and to apply tools for marketing research and to choose them according to the objectives to be achieved. The laboratory exercises are aimed at acquiring the skills of development of marketing research, analysis of consumer preferences, collection and quantitative analysis of data.

COURSE CONTENT/SYLLABUS

Part I - Principles of Marketing: (2 CFU)

Marketing, Definition and its main processes; the value proposition, the consumer and the market.

Marketing strategies and development of marketing plans: phases of strategic planning; the design of the business portfolio; the design of marketing strategies, marketing mix, measurement and performance management; the creation of competitive advantage.

The marketing environment: the micro-environment and the macro-environment; the economic, natural, technological and socio-cultural environment.

The information system and marketing research: sources and information; the marketing information system, the six stages of marketing research, customer relationship management.

Part II - Principles of Consumer science (2 CFU)

The consumer: principles of consumer theory, structure of preferences. Cultural, social, personal and psychological motivating factors. Main theories of the consumer behaviour, the purchase process and its phases.

Part III - Marketing Management (2 CFU)

Marketing core processes: segmentation, targeting, positioning and differentiation.

Product: attributes, product life cycle, branding strategies, packaging and labelling.

Price: strategies for determining and changing prices.

Place and distribution channels: The organization of a marketing channel, logistics, distribution and detail.
 Promotion: the promotional mix; promotion and integrated communication; advertising strategies and evaluation of its effectiveness.

Part IV – Methods for Marketing and Consumer Science (1 CFU)

Analysis of consumer preferences for marketing management: qualitative and quantitative methods, univariate and multivariate analysis (factor analysis, clusters), causal models; development of psychometric scales (food-related lifestyle, values of Schwartz).

Estimates of willingness to pay: hypothetical and not hypothetical methods (contingent evaluation, choice experiment, experimental auctions, hedonic method).

READINGS/BIBLIOGRAPHY

Philip Kotler, Gary Armstrong, Fabio Ancarani, Michele Costabile, Principi di Marketing, diciassettesima edizione, Casa editrice: Pearson, 2019 ISBN 13: 9788891905321 (Cap 1; Cap 2; Cap 2e; Cap 3; Cap 4; Cap 5; Cap 6; Cap 7; Cap 8; Cap 9; Cap 10; Cap 11).

Lecture notes and other material made available on the professor's website (<http://docenti.unina.it>)

TEACHING METHODS

The professor will carry out: a) frontal lessons for about 90% of the total hours; b) lab sessions to practically deepen the theoretical aspects for 1 CFU.

The didactic material will be available online at the end of the theoretical reference lesson.

EXAMINATION/EVALUATION CRITERIA

a) Exam type:

Exam type	
written and oral	
only written	
only oral	X
project discussion	
other	

b) Evaluation pattern:

The oral exam will be assessed on the basis of the following indicators: completeness, exposure, relevance

NOTE FROM THE PROFESSOR

At least 30 days must elapse between a failed exam and the student's admission to the next exam session.