

Advanced Marketing and Agribusiness Management (I001098)

Course size (nominal values; actual values may depend on programme)

Credits 5.0 **Study time** 135 h **Contact hrs** 60.0 h

Course offerings and teaching methods in academic year 2017-2018

A (semester 2)	lecture	20.0 h
	self-reliant study activities	5.0 h
	group work	10.0 h
	guided self-study	5.0 h
	lecture: plenary exercises	10.0 h
	seminar: coached exercises	10.0 h

Lecturers in academic year 2017-2018

Verbeke, Wim	LA01	lecturer-in-charge
De Steur, Hans	LA01	co-lecturer
Gellynck, Xavier	LA01	co-lecturer

Offered in the following programmes in 2017-2018

	crdts	offering
Master of Science in Nutrition and Rural Development (main subject Human Nutrition)	5	A
Master of Science in Nutrition and Rural Development (main subject Rural Economics and Management)	5	A
Master of Science in Food Technology	5	A
Master of Science in Bioscience Engineering: Agricultural Sciences	5	A
Master of Science in Nutrition and Rural Development	5	A
International Master of Science in Rural Development	5	A
Exchange Programme in Bioscience Engineering: Agricultural Sciences (master's level)	5	A
Exchange Programme in Bioscience Engineering: Food Science and Nutrition (master's level)	5	A
Postgraduate programme in Innovation and Entrepreneurship in Engineering	5	A

Teaching languages

English

Keywords

Marketing, Communication, Segmentation, Product development, SWOT, Agribusiness, Strategy, Supply Chain

Position of the course

General: The general aim of this course is learning to understand and apply principles of economics, marketing and management in the food and agribusiness sector. The application of knowledge and insights in economic principles, marketing and managerial practices in SMEs (small and medium sized enterprises) in the agricultural and food sector is envisaged. An important issue is also the role of the food SME within the food chain, which makes up a substantial part of any economy, especially in developing countries (LDCs) and transition economies. Advanced marketing issues pertain to consumer behaviour, communication, product development and market segmentation. Agribusiness management issues deal with

analysis of the business environment, strategic management and chain management. All issues are applied to cases in the food and agricultural sector, which hold for either developing or developed economies.

Exercises comprise case studies, group work and presentations, which focus on specific products or managerial issues relevant to LDCs, transition or Western European economies.

Specific: - to gain insights in economics, management and marketing terminology and principles in food chains - to learn to apply advanced marketing concepts and tools, such as market segmentation, product development, marketing communication - to understand the role of food markets and market organisation - to learn to apply management and marketing principles in practice - to learn principles of environment analysis, strategy development and chain management

Contents

1. Consumer behaviour
 2. Market segmentation
 3. Communication
 4. Product development
 5. Analysis of the business environment
 6. Chain management
 7. Business-to-business
 8. Price-risk management
- Case study and discussion

Initial competences

Advanced Marketing and Agribusiness Management builds on certain learning outcomes of course unit "Food Marketing and Consumer Behaviour" or equivalent courses focused on marketing management, supply chain management, or agribusiness management; or the learning outcomes (principles of marketing and management for food and agricultural products, as well as awareness of concepts related to consumer behaviour) have been achieved differently.

Final competences

- 1 **Skills:** The student is able to apply concepts with respect to marketing and management in agribusiness. These skills should allow students to occupy a diversity positions in the food and agribusiness sector, and to interact optimally with other departments within agribusiness companies, ranging from research and development, production, marketing, sales or management.
- 2 **Skills:** The student has become familiar and has practiced team work and presentations skills.
- 3 **Knowledge:** The student has gained an in-depth knowledge and understanding of key issues in marketing and agribusiness management.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Guided self-study, group work, lecture, self-reliant study activities, lecture: plenary exercises, seminar: coached exercises

Learning materials and price

The teaching material consists of handouts, readings and/or textbook chapters, which highlight the theoretical and conceptual issues (theory), as well as journal papers, which mainly provide insights in applications and form the major input for the case studies (exercises). Materials are made available through Minerva.

References

- Carson, D., Cromie, S., McGowan, P. and Hill, J. (1995). Marketing and entrepreneurship in SMEs; An innovative approach. Essex: Pearson Education, Prentice Hall.
- Harriss-White, B. (1999). Agricultural markets from theory to practices; Field experience in developing countries. London: MacMillan Press.
- Kotler, P. (1991). Marketing management; analysis, planning, implementation and control. Englewood Cliffs: Prentice Hall.
- Padberg, D., Ritson, C. and Albisu, L. (1997). Agro-food marketing. Wallingford: CAB International.

Van Tilburg, A., Moll, H. and Kuyvenhoven, A. (2000). Agricultural markets beyond liberalization. Norwell: Kluwer Academic Publishers.

Course content-related study coaching

Contact hours are planned for theory and practical exercises during which students can interact with the lecturer and/or assistant for further information or clarification. Practical exercises comprise group work during which cases are developed. The cases will be presented orally in plenum and discussed. Guidance of exercises is performed by the lecturer in co-operation with assistants and/or scientific researchers from the department.

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Assignment

Examination methods in case of periodic evaluation during the second examination period

Assignment

Examination methods in case of permanent evaluation

Participation

Possibilities of retake in case of permanent evaluation

examination during the second examination period is not possible

Calculation of the examination mark

Integrated task: 50% of the final score

Presentation of cases and participation: 50% of the final score

Students who eschew period aligned and/or non-period aligned evaluations for this course unit may be failed by the examiner. Scores obtained based on permanent evaluation cannot be transferred to later academic years.