

MARKETING (IVth Year of study, VIIth semester)

No of transferable credits: 5

Course status:

Field discipline - mandatory

Professor

Prof. PhD. Aurel CHIRAN

Objectives (lecture and applications)

- 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.

Content (syllabus)

Lecture (Chapters / subchapters)
<i>Semester I</i>
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

<p>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; 7.9. Merchandising</p>
<p>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</p>

<i>Applications</i>
<i>Semester I</i>
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; activity project during the semester.	40

Contact

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Specialization: Technology of processing agricultural products
Discipline: Marketing (YEAR IV, SEMESTER II)

No of transferable credits: 4

Course status:

Field discipline - mandatory

Professor

Prof. PhD. Aurel CHIRAN

Objectives (lecture and applications):

Overall objective: - Preparing theoretical and practical training of students in the field of food marketing and alignment to technical and economic standards, techniques and strategies used in the European Union, to develop and strengthen food processing firms;

Specific objectives: acquiring the calculation methodology and technical and economic analysis of production processes in the food industry; training graduates capable to quickly integrate in production, combining technical and specific food marketing knowledge on the whole chain of production, distribution, promotion and enhancement, practicing stimulative pricing strategies, consistent with price developments both on the internal, but especially on the external market.

Professional skills: interpretation of legislation in the food industry and the basics of marketing, for strict compliance with the principles of human nutrition and regulations on food additives;

- use of base knowledge for interpreting marketing projects;
- applying principles of human alimentation and involving students in the selection and completion of necessary information for databases in the food industry;
- evaluating objectively how to develop and implement the marketing strategy;
- making a marketing project with application in agro-food profiled companies;

Transversal skills: - Implementing strategies of perseverance, accuracy, efficiency and accountability in work, punctuality and personal accountability for own performance; creativity, common sense, analytical and critical thinking, solving critical issues etc., based on principles, norms and values code of professional ethics in the food industry;

- networking techniques are applied within a team; amplification and chiseling empathic capacities of interpersonal communication and ownership of specific tasks in the activity group for treating / resolving individual / group conflict and optimal management of working time;

- efficient use of various techniques of learning - training for the acquisition of information and electronic bibliographic databases, both in Romanian and in a foreign language and assessing the need and usefulness of extrinsic and intrinsic motivations of continuing education.

Content (syllabus)

Lecture (Chapters / subchapters)
<i>Semester II</i>

<p>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</p>
<p>Chapter 2. Organization of the marketing activity 2.1. Forms of organizing the marketing activity 2.2. Inner organization of the marketing activity 2.3. Abilities of a marketing specialist</p>
<p>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;</p>
<p>Chapter 4 - The study of consumer needs, consumer demand and food consumption 4.1. The study of consumer needs, motivation and motivational research for food products; 4.2. The study of consumer demand and consumption for food products;</p>
<p>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</p>
<p>Chapter 6 – Food prices 6.1. General considerations on food prices in the marketing activity; 6.2. Negotiation of prices and pricing strategies</p>
<p>Chapter 7 - 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</p>
<p>Chapter 8 - 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; 7.9. Merchandising;</p>

<i>Lucrări practice</i>
<i>Semestrul II</i>
The study of consumer demand for agricultural products using data from family budgets
Consumer food products 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
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 ecological product at an agricultural, marketing - oriented company.

REFERENCES

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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.Constantin M. **Chiran A.**, Gîndu Elena și alții – Marketingul producției agroalimentare, 2009 - Ed. AgroTehnica, București.

b) Optional

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

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