

University of Teramo
Master in "Food Science and Technology"

Marketing and agri-food business

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Course structure

- There are no formal prerequisites.
- The course requires **basic knowledge of economics and management**.
- In particular, a foundational understanding of **microeconomics** (demand, supply, market) and
- **business** (firm, corporate organization, economic principle) is essential.
- General knowledge regarding the **agrifood system** (production, processing, marketing of products, imports, and exports) is helpful.

- **Assessment**
- **2 Intermediate Tests** based on multiple-choice and open questions (generally one focusing on the strategic aspects of marketing and one on the operational ones)
- **Short practices**: not compulsory but will contribute to the final evaluation.
- **Final Project work**: Report and Power point presentation of a business idea and a business model using Sustainable Business Canvas

Learning outcomes

- The **general aim** of the teaching is to enable students to:
- know the principles of marketing and their application to agri-food supply chains
- analyze trends in the agri-food sector and consumer preferences
- develop business models for new products and/or processes in the agri-food sector, also oriented towards self-entrepreneurship.

- At the end of this course the student will have to know:
- the **marketing principles and their application to agri-food companies**, in the framework of **sustainable agri-food chains and markets**. They have to demonstrate a critical understanding of the approach to the market, both from a company organization point of view and from a self-entrepreneurial one.
- the main methodologies for market and consumer preferences analysis.
- the contents and the ways of drafting a business model.

Learning outcomes

- Students will demonstrate a critical understanding of the approach to the market,
  - both from a **company organization** point of view and
  - from a **self-entrepreneurial** one
- Understand agri-food companies **marketing and management strategies**
- Analyze the main trends in the agri-food sector and apply some operational marketing tools
- Develop **sustainable business models for new products / customers**, taking into consideration the different aspects of a business approach: value proposition, customer segmentation and relationships, organisational aspects, cost and revenues analysis.
- Read, understand and elaborate primary and secondary marketing sources of information (scientific papers, marketing data, interviews).
- Understand business opportunities and elaborate their own business ideas.
- Publicly present and discuss the results of researches from primary and secondary sources and elaborate, publicly present and discuss the results of their project works.

Study materials

- **A basic text on marketing (of choice)**

- **Research material:**
- Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (Author: Osterwalder A., Pigneurr Y., Edition: WILEY)
- Value Proposition Design: How to Create Products and Services Customers Want (Authors: Osterwalder A., Pigneur Y. , Bernarda G., Smith A., 2014)
- Decision Hacks - for First Customer Contact (Author: Salim Virani - Link ebook: https://decisionhacks.co/)
- Market research. In a week (Author: Bartkowiak J., Edition: Teach Yourself, 2016, London)

- Teaching material on the UNITE e.learning platform: https://elearning.unite.it/
- Scientific papers and other research materials (will be shared on google drive)

Course structure

- **Section 1:** Marketing: introductive concepts.
- **Section 2:** Strategic planning. Mission and vision statements.
- **Section 4:** The marketing environment. Macro / Micro environment
- **Section 5:** Consumer behavior. The decision-making process.
- **Section 6:** Segmentation, targeting and positioning. The marketing mix.
- **Section 7:** Market research: objectives and methods
- **Section 8:** Product. Product mix. Product Life Cycle. Branding.
- **Section 9:** Product quality. The EU quality system. Geographical Indications
- **Section 10:** Price. Cost analysis. Break-even point analysis.
- **Section 11:** Distribution. The agri-food supply chains.
- **Section 12:** Promotion. Communication mix.

- **Project work**
- Sustainable entrepreneurship
- Business model using the Sustainable Business Canvas

Course assessment structure

- **Exercises:**
- **Section 2:** Vision and Mission statements
  - Exercise: food companies missions (2 slides ppt)
- **Section 4:** Macro environment / Micro environment
  - Insights: the main drivers of the food systems (elaborate on scientific papers)
  - Exercise: Food chain analysis (power point presentation)
- **Section 5**: Consumer behavior
  - Readings on consumer preferences
- **Section 6:** Segmentation, targeting and positioning.
  - Interviews: Consumer profiling (consumer behaviors and needs: ppt pres.)
- **Section 9:** Product quality.
  - Exercise: Environmental sustainability strategies (good practices: certifications, labels, etc.)
- **Section 10:** Price. Cost analysis.
  - Calculate: Murk-up; Contribution margin; Break-even point.

Marketing: an introduction

- Marketing: to market *(literally: put up for sale)*

- Marketing is not: "*persuading people to buy things that they do not need or want"*
- But is "*about creating values, not creating needs, and is concerned with creating and retaining customers*"

- Starting point: the satisfaction of the needs and wants of actual and potential (groups of) customers
- Satisfaction of the company objectives (profit)
- The idea of customer centrality is the key concept in marketing
- The marketing is the interface between the company (the organisation) and its customers

Marketing: definition

A definition of marketing:

- "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (Approved 2017).

  (American Marketing Association, www.ama.org, 2019)

Marketing: definition

Another definition of marketing:

- "Marketing is the process of achieving corporate goals through meeting and exceeding customer needs better than the competition"

  (Jobber, 2003)

Societal marketing

- Societal marketing includes the concept that companies have a responsibility for the needs of society as a whole (including environmental impacts and impact of their products on non-users)

- => Corporate Social Responsibility
- => *Sustainability* as a key issue

The marketing concept

The *marketing concept* :

- The marketing concept is a management philosophy that find in the satisfaction of customers needs the economic and social reason of existence of a company.

- Corporate success comes from satisfying customer needs: placing customers at the centre of everything the company does.

The marketing concept

- A Marketing oriented company:

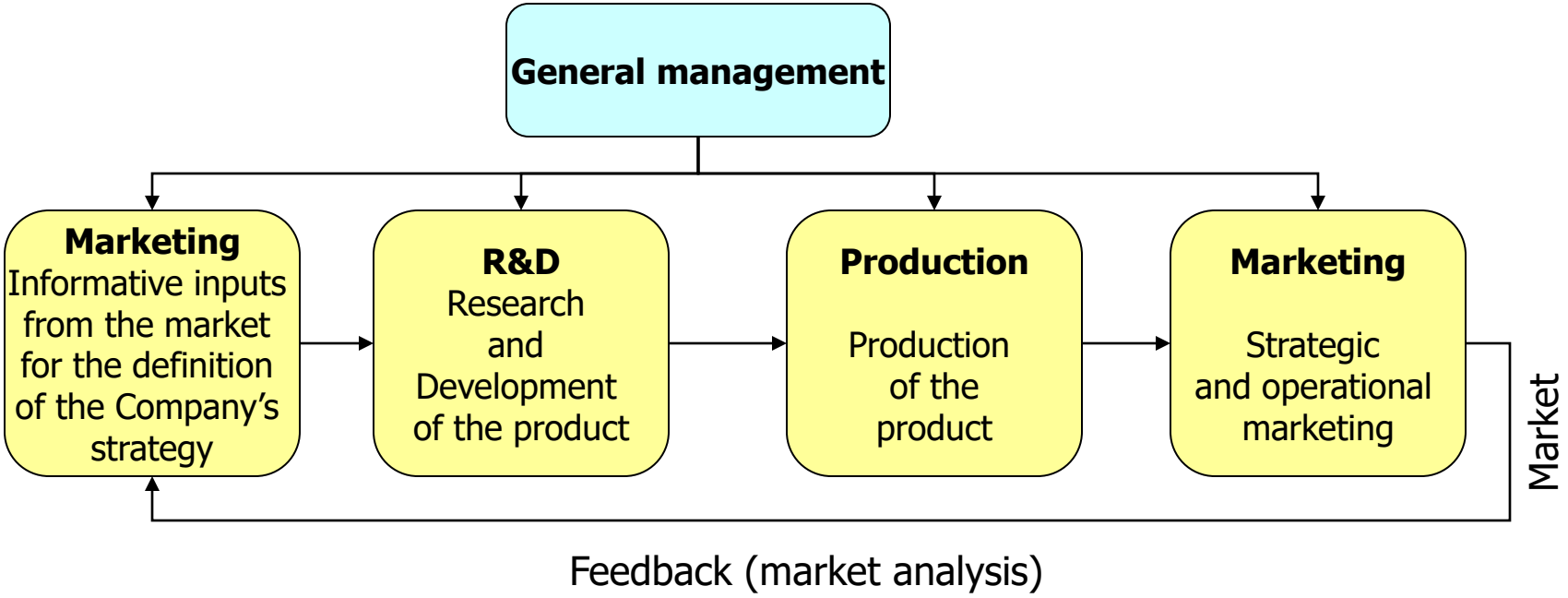
  - Is marketing oriented
  - Undertakes marketing activities:

    plans marketing activities for managing in an effective way the market relationships

    undertakes research and development programs of new products for implementing the long term competitiveness

  - The marketing activity is developed in the *downstream* of the productive process for managing the selling activities.
  - The marketing activity is developed in the *upstream* of the productive process for defining the company's strategies and assure their coherence with the market opportunities.

The marketing concept



The marketing management

The Marketing Management (managing marketing activities)

- The process of marketing management is a continuous sequence of activities, managed by specific bodies, aimed at producing marketing decisions (outputs) starting from marketing information (inputs).
- Three fundamental steps / areas / competences:
  - Analytic Marketing
    (data / information / knowledge => decisions)
  - Strategic Marketing
    (positioning decisions)
  - Operational Marketing
    (decisions for the positioning: 4P => product, price, place, promotion)

The marketing concept

Orientation	Attention to:	Starting point:	Tools
Production	Product availability at the lowest price	Product	Technology
Product	Product quality	Product	Technology
Sales	Pressure on the market	Product	Sales and promotion
Marketing	Needs	Needs	Marketing mix

The marketing concept

- Conceptual changes in business orientation:
  - The production era
  - The product era
  - The sales era
  - The marketing era
  - Societal marketing era

The marketing concept

Production Era

One of the earliest strategies now recognized as "marketing" followed what Kotler calls the production concept: Products should be inexpensive and available everywhere. **Companies stressed mass production and efficiency -- producing as much as possible at as low a cost as possible -- and marketing efforts were based on securing the widest possible distribution**. Today, companies still use this strategy when trying to expand the market for a product.

The marketing concept

Product Era

In the product era, marketing was less about establishing cost leadership and universal distribution and more about **relying on the attributes of the product itself to attract consumers**. Companies built marketing efforts around quality, performance and innovative product features. The concepts of the product era remain important in marketing today, but producers must be aware that a good product by itself usually isn't enough. It has to be appropriately priced and adequately promoted, and consumers have to be able to find it, which means securing distribution.

The marketing concept

Selling Era

In the selling era, companies viewed **aggressive promotion as the key to success**. Any product can succeed, the thinking went, if a company just pushed it hard enough. Kotler refers to this as businesses "selling what they make, rather than making what the market wants to buy." This strain of marketing continues in the modern era, particularly with "unsought goods" -- things people may need but don't normally think of without prompting, such as life insurance. Selling-era tactics can be risky for companies, as the hard sell can turn off consumers, perhaps even push them into the arms of a competitor.

The marketing concept

Marketing Era

The marketing era, which Kotler says started around the mid-1950s, saw a fundamental shift. Instead of just trying to persuade consumers to buy the products they were making, **companies focused on making products that customers wanted to buy**. Deciding which products to make and market went from being a case of "filling a hole in the factory" to one of "filling a hole in the market." It was in this era that the field of market research really took off.

The marketing concept

Holistic Marketing Era

In the modern, "holistic" marketing era, Kotler says, "everything matters." Marketing is integrated with all aspects of a company's operations -- production, distribution, advertising -- so that the company can quickly and effectively respond to changes or opportunities in the marketplace. **Marketing is not only directed outward, toward the customer, but also inward, so that everyone in the organization is fully aware of the company's goals and its strategy for attaining them**. Finally, holistic marketing isn't just about maximizing a company's financial return. It also takes into account whether the company is acting in society's broader interest.

Strategic planning

Strategic planning:

- The managerial process that combines the available resources with the market opportunities, in a long term perspective:
  - Definition of the *vision* and of the *mission* of the company
  - Definition of the objectives
  - Selection of the strategies and tactics best suited to achieving the objectives