



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Agrarie, Alimentari e Forestali		
ACADEMIC YEAR	2016/2017		
MASTER'S DEGREE (MSC)	FIRM AND QUALITY FOR THE AGRICULTURAL AND FOOD SYSTEM		
INTEGRATED COURSE	QUALITY, CERTIFICATION AND MARKETING IN THE AGRO-FOOD SECTOR - INTEGRATED COURSE		
CODE	15383		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	AGR/01		
HEAD PROFESSOR(S)	COLUMBA PIETRO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)	BACARELLA SIMONA	Professore Associato	Univ. di PALERMO
	COLUMBA PIETRO	Professore Ordinario	Univ. di PALERMO
CREDITS	12		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	<p><b>BACARELLA SIMONA</b></p> <p>Monday 09:00 12:00 Studio n°118 - Dipartimento SAAF - Viale delle Scienze Ed 4 ingr. A piano 1</p> <p>Wednesday 09:00 12:00 Studio n°118 - Dipartimento SAAF - Viale delle Scienze Ed 4 ingr. A piano 1</p> <p><b>COLUMBA PIETRO</b></p> <p>Monday 11:00 13:00 Ufficio del Docente</p> <p>Thursday 10:00 12:00 Ufficio del Docente</p>		

**DOCENTE:** Prof. PIETRO COLUMBA

<b>PREREQUISITES</b>	Students must have basic knowledge of agricultural economics that are normally given in the degree courses of the L25 class. Students coming from different degree programs should have a basic knowledge of the economy principles and of the market economy.
<b>LEARNING OUTCOMES</b>	<p><b>Knowledge and understanding</b> The course provides the student with knowledge of the certification procedures, the adaptation of enterprise, the economic issues related to quality. Students acquire the ability to understand the effectiveness of management strategies based on the quality and the influence of relational and social systems in determining the competitiveness of the territory. In addition, students acquire professional skills to understand issues related to lifestyles and food consumption patterns and of technical knowledge for the promotion and valorisation of products in the food system. Ability to use the specific language of this discipline.</p> <p><b>Applying knowledge and understanding</b> The study of real cases aims to achieve the ability to apply theoretical knowledge to business problems, understanding the true scope and economic implications: obtaining financial support, compliance with regulatory requirements, organization of initiatives involving various operators in the industry as well as authorities and institutions around development initiatives, the organization of supply, the valorisation of the products; ability to operate in the field of commercial exploitation through marketing strategies.</p> <p><b>Making judgements</b> As a learning result of given contents, students acquire independent judgment regarding business decisions: feasibility, cost effectiveness, strategic opportunities, impact on the environment and the community. They also acquire the ability to assess the implications of socio-cultural determinants that characterize the food system - production, distribution and consumption - the social implications of communication of quality and healthiness of food.</p> <p><b>Communication</b> Preparing original works, including group works, to be presented to the classroom, develops the ability to communicate objectives, opportunities, environmental impact, difficulties and benefits of the business initiatives undertaken either singly or in association between companies or operators of the agricultural system.</p> <p><b>Lifelong learning skills</b> The skills acquired during the course will enable students to continue learning independently, taking care of the study of research articles, regulatory changes, capturing the significant features. Graduates will be able to gain access to advanced levels of training as the second level master courses and specialist seminars in the field of quality and agri-food marketing.</p>
<b>ASSESSMENT METHODS</b>	The assessment of student's learning rely on at least two written tests. At the end of the course a final written check is carried out and, if successful, results in the approval of credits and of the exam assessment. Subsequent sessions involve an oral examination only.
<b>TEACHING METHODS</b>	Front lessons will represent about the 70% of the total didactic time. The remaining time is dedicated to exercises, in itinere test and to one ore more didactic outdoor activities, like farm or factory visits.

## MODULE QUALITY CERTIFICATION AND ECONOMICS

*Prof. PIETRO COLUMBA*

### SUGGESTED BIBLIOGRAPHY

Dispense, articoli su riviste specializzate, altri materiali forniti dal docente.

Distaso M. (2007), L'agro-alimentare tra economia della qualita' ed economia dei servizi. ESI, Napoli.

<b>AMBIT</b>	50547-Discipline economico gestionali
<b>INDIVIDUAL STUDY (Hrs)</b>	90
<b>COURSE ACTIVITY (Hrs)</b>	60

### EDUCATIONAL OBJECTIVES OF THE MODULE

#### Knowledge and understanding

The course provides the student with knowledge of the certification procedures, the adaptation of enterprise, the economic issues related to quality. Students acquire the ability to understand the effectiveness of management strategies based on the quality and the influence of relational and social systems in determining the competitiveness of the territory. Ability to use the specific language of this discipline.

#### Applying knowledge and understanding

The study of real cases aims to achieve the ability to apply theoretical knowledge to business problems, understanding the true scope and economic implications: obtaining financial support, compliance with regulatory requirements, organization of initiatives involving various operators in the industry as well as authorities and institutions around development initiatives, the organization of supply, the valorisation of the products.

#### Making judgements

As a learning result of given contents, students acquire independent judgment regarding business decisions: feasibility, cost effectiveness, strategic opportunities, impact on the environment and the community. They also acquire the ability to assess the implications of socio-cultural determinants that characterize the food system - production, distribution and consumption - the social implications of communication of quality and healthiness of food.

#### Communication

Preparing original works, including group works, to be presented to the classroom, develops the ability to communicate objectives, opportunities, environmental impact, difficulties and benefits of the business initiatives undertaken either singly or in association between companies or operators of the agricultural system.

#### Lifelong learning skills

The skills acquired during the course will enable students to continue learning independently, taking care of the study of research articles, regulatory changes, capturing the significant features. Graduates will be able to gain access to advanced levels of training as the second level master courses and specialist seminars in the field of quality.

## SYLLABUS

Hrs	Frontal teaching
2	Introduction to the course, objectives, method of teaching, contents, checks.
2	The economic system: benefits and limits of capitalism.
2	The quantitative model of consumption, the market demand.
2	The production process in neoclassic economy.
2	Business management; supply; market as a perfect allocator.
2	Different kind of market, short and long term, reactivity of demand and supply to price changes. Cross reactivity, quality diversification and monopolistic competition.
2	The firm's structural equipment in the long term; the returns to scale.
2	Environment, health and welfare economy.
2	Competition under perfect and imperfect conditions.
2	Micro and Macroeconomic influences of different market patterns.
2	How money price affects investments.
2	Supply chain and agrifood system
2	Specific features of a quality oriented food chain.
2	Cohordination, collaboration and competition along the food supply chain.
2	Food security and food safety.
4	Quality certifications.
2	The differentiated market: Sraffa, Chamberlain; Lancaster.
4	Transaction costs and governance of the firm.
2	Specific features of quality oriented economy
2	Locally based quality system to achieve competitiveness.
2	Mediterranean diet: local specificity turns into revenue and well being.

<b>Hrs</b>	<b>Practice</b>
2	Discussion around the educational visits.
2	Meetings with experts: nutritional quality, food communication (story telling).
<b>Hrs</b>	<b>Others</b>
2	First ongoing check: business management and resources allocation under competitive market conditions.
2	Educational visit at a food farming (Monsù ice cream factory in 2016)
4	Educational visit at a food farming (Tumarrano cheese factory in 2016)
2	Final learning check.

## MODULE MARKET ECONOMICS AND MARKETING OF THE AGRO-FOOD SYSTEM

*Prof.ssa SIMONA BACARELLA*

### SUGGESTED BIBLIOGRAPHY

- Messori F, Ferretti F.; ; Economia del mercato agro-alimentare (Nuova edizione) – Edagricole
- Malassis, L.; Ghersi, G. Introduzione all'economia agroalimentare. Bologna: Il Mulino
- Philip Kotler: Marketing management; analisi, pianificazione e controllo. ISEDI
- Antonio Foglio: Il marketing agroalimentare; mercato e strategie di commercializzazione. Franco Angeli.
- Bacarella S.: Appunti delle lezioni e materiale didattico distribuiti durante il corso di insegnamento.

<b>AMBIT</b>	50547-Discipline economico gestionali
<b>INDIVIDUAL STUDY (Hrs)</b>	90
<b>COURSE ACTIVITY (Hrs)</b>	60

### EDUCATIONAL OBJECTIVES OF THE MODULE

Objective of the module is to explain the economic context of the agri-food market through the route followed by the product throughout the supply chain. In addition, the module aims to give students the knowledge and tools for the implementation of agri-food marketing in relation to the main factors that characterize the product and its distribution, then the module wants to identify the tools to create appropriate strategies through the plan marketing.

**EXPECTED LEARNING OUTCOMES** Knowledge and understanding.

Acquisition of professional skills to understand issues related to lifestyle and to the food consumption patterns; acquisition of technical knowledge to promote and enhance the productions in the food system. Ability to use the specific language of this discipline.

Ability to apply knowledge and understanding.

Ability to operate in the field of commercial enhancement through marketing strategies.

Making judgments.

Being able to assess the implications of socio-cultural determinants that characterize the agri-food system of production and consumption; be able to assess the implications of the social consequences, the decisions regarding the proper communication of the quality and safety of food products.

### COMMUNICATION SKILLS

Ability to transfer and disseminate the results of the studies, exposing clearly the problems encountered, the solutions proposed and the repercussions on the various environmental components.

Learning ability.

Ability to update knowledge by consulting scientific publications. Ability to follow, using the knowledge acquired during the course, second level master, in-depth courses and specialized seminars in the agri-food marketing.

## SYLLABUS

Hrs	Frontal teaching
2	Introduction to the course: objectives, content, working methods, methods of examinations.
2	The agri-food system, the supply chain, market definition and market concepts
2	Consumption market and consumers: consumer goods
6	The Theory of Consumer Behaviour, responsible variables of changes in consumption, the purchasing process, the interpretative models of the action of consumption
6	Evolution of food consumption patterns, motivation of changes of "pratiques alimentaires"
2	Evolution of food consumption in Italy
6	The market functions and commercial distribution of food products
2	Origin and evolution of the marketing concept and of the marketing activities in the enterprise. Marketing definition.
2	Marketing plan: the structure of the planning process; planning for profit optimization.
4	Market segmentation and marketing mix
4	Product: concept, definition, classification and strategies relating to the products; the life cycle of the product.
2	Pricing: economic and competitive importance; determination and pricing policies.
2	Promotion: communication, promotion and advertising; communication strategies.
2	Commercial distribution: decisions relating to distribution channels.
Hrs	Practice
6	Tutorials on topics related to the market and the agrifood marketing, ex .: analysis of communication through the web and social networks of agri-food companies, use of databases for the agri-food research, sample surveys methodologies.
Hrs	Others
2	Test in progress

6	Educational visits to food companies, eg. Monsù, Abbazia Santa Anastasia, Fiasconaro, Cooperativa Agricola Tumarrano, etc.
2	Final test