



UNIVERSITÀ DEGLI STUDI DI PALERMO

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| DEPARTMENT | Scienze Agrarie, Alimentari e Forestali | | |
| ACADEMIC YEAR | 2020/2021 | | |
| 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>BACARELLA SIMONA</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>COLUMBA PIETRO</p> <p>Monday 11:00 13:00 Ufficio del Docente</p> <p>Thursday 10:00 12:00 Ufficio del Docente</p> | | |

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| PREREQUISITES | 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. |
| LEARNING OUTCOMES | <p>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. 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>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; ability to operate in the field of commercial exploitation through marketing strategies.</p> <p>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.</p> <p>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.</p> <p>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 and agri-food marketing.</p> |
| ASSESSMENT METHODS | <p>The assessment of student's learning rely on at least two tests. At the end of the course a final written check is carried out. This test can be a presentation to the classroom, by each student, of a preliminary draft that illustrates a hypothetical start-up based on the enhancement of quality agri-food. If the project is positively valued, teachers may approve the related credits and attribute the examination vote.</p> <p>Subsequent exam sessions involve an oral examination only.</p> <p>The minimum vote (18/30) is given to those who demonstrate clear knowledge of the core content of the course.</p> <p>An intermediate evaluation (19-25 / 30) is given to those who demonstrate an understanding of the disciplinary content, though with obvious gaps.</p> <p>An average-high evaluation (26-29 / 30) is given to those who demonstrate an understanding of the disciplinary content with slight gaps.</p> <p>A high rating (30-30 credits / 30) is given to those who demonstrate a complete understanding of the disciplinary content and the autonomous ability to process them.</p> |
| TEACHING METHODS | 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.

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| AMBIT | 50547-Discipline economico gestionali |
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| INDIVIDUAL STUDY (Hrs) | 90 |
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| COURSE ACTIVITY (Hrs) | 60 |
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EDUCATIONAL OBJECTIVES OF THE MODULE

By the study of the discipline of Certification and Quality Economics, the Graduate in Entrepreneurship and Quality for the Agro-Food System acquires the ability to realize value through forms of allocation alternative to the competitive market. The discipline, in fact, provides the student with the knowledge of the forms of collective organization (governance) that allow the enhancement of the territorial specificities and the denominations of origin (PDOs, PGIs), as well as the quality and food safety requirements. It also acquires specific knowledge about the adoption of quality management systems in the agri-food business. Further insights into the discipline give the learner expertise on particular aspects of quality related to the reputation of Made in Italy and Made in Sicily and the Mediterranean Diet.

SYLLABUS

| Hrs | Frontal teaching |
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| 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 unperfect 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. |
| 2 | Quality certifications. |
| 2 | The differentiated market: Sraffa, Chamberlain; Lancaster. |
| 2 | 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. |
| Hrs | Practice |
| 4 | Discussion around the educational visits. |
| 4 | Meetings with experts: nutritional quality, food communication (story telling). |
| Hrs | Others |
| 2 | Building of bussiness idea |
| 2 | First ongoing check: business management and resources allocation under competitive market conditions. |
| 2 | Educational visit at a food farming |
| 4 | Final learning check: presentation to the class of a start-up hypothesis concerning the agro-food quality goods. |

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
- Fahy, J., Jobber, D.: Fondamenti di Marketing. McGraw Hill connect
- Antonio Foglio: Il marketing agroalimentare; mercato e strategie di commercializzazione. Franco Angeli.

-Appunti delle lezioni e materiale didattico distribuiti durante il corso di insegnamento.

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| AMBIT | 50547-Discipline economico gestionali |
| INDIVIDUAL STUDY (Hrs) | 90 |
| COURSE ACTIVITY (Hrs) | 60 |

EDUCATIONAL OBJECTIVES OF THE MODULE

The aim of the module is to understand the economic context of the agro-food market, building the path followed by the product along the supply chain, identifying and developing the role of the consumer according to the theory of Consumer Behaviour and the characteristics of the distribution of agro-food products. Moreover, the module aims to provide students with the knowledge and tools for the application of agri-food marketing in relation to the main factors characterizing the product, price, communication and distribution, and to identify the tools to implement appropriate strategies through the marketing plan.

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 |
| 2 | Market functions |
| 4 | The market functions and commercial distribution of food products |
| 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 |
| 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 |
| 2 | Tutorials on topics related to the market and the agrifood marketing, ex .: use of databases for the agri-food research, sample surveys methodologies. |
| 4 | Meetings with experts in the market for quality food products |
| Hrs | Others |
| 2 | Test in progress |
| 6 | Educational visits to food companies |
| 2 | Final test |