**Sveučilište u Zagrebu Agronomski fakultet**
Svetošimunska cesta 25, 10000 Zagreb
Telefon: +385 (0)1 2393 777
E-mail: dekanat@agr.hr
Web: www.agr.unizg.hr

# Agribusiness Marketing and Consumer Behaviour (219688)

## Nositelj kolegija

**prof. dr. sc. Marija Cerjak**

## Opis kolegija

Marking is an essential element of modern business and its application is very important for decision making in contemporary agribusiness firms. Within this course students will learn about concepts and principles of marketing, marketing analysis, marketing strategies, consumer behaviour and marketing research, segmentation and targeting, marketing mix, and market plans within agrifood sector. Examples from agribusiness marketing practice will facilitate understanding and acquisition of the material, while auditory exercises and individual work on creating a marketing plan prepares students for practical implementation of theoretical knowledge.

ECTS: **6.00**

E-učenje: **R1**

**Sati nastave: 60**
Predavanja: 26
Auditorne vježbe: 14
Seminar: 20

**Izvođač predavanja**

- prof. dr. sc. Marija Cerjak
- izv. prof. dr. sc. Željka Mesić

**Ocjenjivanje**

Dovoljan (2): 50-59 %
Dobar (3): 60-79 %
Vrlo dobar (4): 80-89 %
Izvrstan (5): >90 %

## Vrsta kolegija

- Graduate studies / MS Courses taught in English (Izborni kolegij, 1. semestar, 1. godina)

## Oblici nastave

- Lectures
- Seminars
- Exercises

## Ishodi učenja i način provjere

Developed by Superfluo d.o.o. • www.superfluo.hr

**Sveučilište u Zagrebu Agronomski fakultet**
Svetošimunska cesta 25, 10000 Zagreb
Telefon: +385 (0)1 2393 777
E-mail: dekanat@agr.hr
Web: www.agr.unizg.hr

| Ishod učenja | Način provjere |
|---|---|
| 1.Explain basic concept of market and specificity of agribusiness market | |
| 2. Describe and understand marketing trends in agribusiness | |
| 3. Define and understand marketing concepts and components and its specific application to agro-food sector | |
| 4. Explain impact of macro and micro components on marketing decision | |
| 5. Analyse consumer behaviour using different models in order to create marketing strategies | |
| 6. Carry out a market research study, analyse results and write a report | |
| 7. Understand and decide on product, pricing, distribution, promotion, and other relevant marketing factors in agri-food sector | |
| 8. Create and present a marketing plan for agri food product or service | |
| 9. Use oral communication skills | |

## Polaganje ispita

Written and presented seminar. Written exam.

Developed by Superfluo d.o.o. • www.superfluo.hr

**Sveučilište u Zagrebu Agronomski fakultet**
Svetošimunska cesta 25, 10000 Zagreb
Telefon: +385 (0)1 2393 777
E-mail: dekanat@agr.hr
Web: www.agr.unizg.hr

## Tjedni plan nastave

1. Introduction to market theory - Definition, types and functions, Specificities of agribusiness markets
2. Demand, Supply, and Elasticity - Demand and Supply Analysis, Elasticities of supply, Elasticities of demand
3. Market trends in agribusiness - Business trend, World food production and consumption, Short supply chains, Food quality labels
4. Introduction to marketing - Concept, nature, scope and importance of marketing, Marketing concept and its evolution, Strategic marketing planning
5. Marketing Environment - macro and micro components and their impact on marketing decisions
6. Consumer behaviour (1) - Nature and importance of consumer behavior, Application of consumer behavior in marketing, Factors determining consumer behaviour
7. Consumer behaviour (2) - Consumer decision making process: problem recognition, information, purchasing process, post purchase behaviour, Models of consumer behavior, Consumers trends in food consumption
8. Market research - Marketing research process, research methods, qualitative and quantitative research
9. Marketing strategy - Segmentation, targeting and positioning, marketing mix
10. Product management - Concept of a product, classification of products, product development, quality, packaging and labeling
11. Price management - Factors affecting price determination; pricing policies and strategies
12. Distribution management - Types and characteristics of channels of distribution, factors influencing the choice of distribution channels
13. Communication management - Communication process, personal selling and customer service, advertising and sales promotion
14. Seminar - Independent work of students on their assignment (marketing plan)
15. Presentation of seminars + exam - Presentation of seminars + exam

## Obvezna literatura

1. hilip Kotler and Kevin Lane Keller (2012). Marketing Management: 14th edition, Prentice Hall
2. Frank R. Kardes, Thomas W. Cline, Maria L. Cronley (2012). Consumer Behavior:Science and Practice, South-Western Cengage Learning
3. Exercises supplement - Internal materials (script)
4. Hawkins, Best, Coney(1995): Consumer Behavior , Implications for Marketing Strategy; 6 Edition, Richard D Irwin
5. Hungate,L.S., Sherman,R.W. (1979.): Food and Economics, AVI Westport, Conn.
6. Crawford, I. M. (1997). Agricultural and Food Marketing Management. Rome: Food and Agriculture Organization of the United Nations. Available online at:. http://www.fao.org/docrep/004/w3240e/w3240e00.htm

Developed by Superfluo d.o.o. • www.superfluo.hr