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

Regional Marketing (152094)

Nositelj kolegija

prof. dr. sc. Marija Cerjak

Opis kolegija

An increasingly competitive global marketplace combined with higher input, labour and land prices have put pressure on many small and mid-scale entrepreneurs in rural areas. As a result, many growers are looking to diversify their markets such as taking advantage of local or regional marketing. On the other side, consumers are demanding more food from local growers.
In this module the concept of regional marketing and its benefits will be presented, its success factors in regional food system and food labelling concepts with special emphasis on geographical indications. At the end of the module students will write a seminar on regional marketing and branding

ECTS: **3.00**

E-učenje: **R1**

Sati nastave: 30
Predavanja: 22
Seminar: 8

Izvođač predavanja

- prof. dr. sc. Marija Cerjak

Izvođač vježbi

- prof. dr. sc. Marija Cerjak

Ocjenjivanje

Dovoljan (2): 60-70%
Dobar (3): 71-80 %
Vrlo dobar (4): 81-90%
Izvrstan (5): 91-100%

Vrsta kolegija

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

Opće kompetencije

The course enables students to understand the concept of regional marketing and to development a regional marketing plan.

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Oblici nastave

- Lectures
- Field work
- Seminars

Ishodi učenja i način provjere

Ishod učenja	Način provjere
Understanding of regional marketing concept.	Oral exam, seminar
Understanding of intellectual property concepts, rules and mechanisms for branding of regions and products.	Oral exam, seminar
Understanding of European protection scheme for geographical indications.	Oral exam, seminar
Capability to develop and present basic regional marketing plan or marketing plan of regional product.	Seminar

Način rada

Obveze nastavnika

Holding lectures
Helping students in preparation of their seminars
Assessment of students' seminars and exams

Obveze studenta

Attendance of lectures
Writing a seminar paper

Polaganje ispita

Elementi praćenja	Maksimalno bodova ili udio u ocjeni	Bodovna skala ocjena	Ocjena	Broj sati izravne nastave	Ukupni broj sati rada prosječnog studenta	ECTS bodovi
Seminar	65 %	<60% 60-70% 71-80% 81-90% 91-100%	Nedovoljan (1) Dovoljan (2) Dobar (3) Vrlo dobar (4) Izvrstan (5)	8	60	2
Oral exam	35 %	<60% 60-70% 71-80% 81-90% 91-100%	Nedovoljan (1) Dovoljan (2) Dobar (3) Vrlo dobar (4) Izvrstan (5)	22	30	1

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Elementi praćenja	Maksimalno bodova ili udio u ocjeni	Bodovna skala ocjena	Ocjena	Broj sati izravne nastave	Ukupni broj sati rada prosječnog studenta	ECTS bodovi
Total	100 %			30	90	3

Elementi praćenja	Opis	Rok	Nadoknada
Oral exam	During oral exam, which is held immediately after presentation of seminar, students have to answer on questions covering topics taught during lectures or selected topics from required literature.	After all lectures are finished	Recoupment by agreement between student and teachers
Class participation	Students are allowed to miss two lectures.	Last lecture	No recoupment
Active participation in the classroom	Student can actively participate in class lectures and discussions		No recoupment

Tjedni plan nastave

1. Introduction L - Introduction to the course, Repetition of basic marketing concepts.
2. Market trends in agribusiness L - Consumer trends regarding (regional) foods and tourism, Short supply chains.
3. Regional marketing system L - Regional markets and marketing, Benefits of regional marketing, Success factors for regional marketing systems, Steps to regional marketing system.
4. Regional branding L - Brands' functions, Regional branding types, Quality agricultural products schemes (EU/ National/ Private food quality schemes).
5. Regional marketing planning process L - Site marketing analysis, regional SWOT-analysis, regional strategy analysis, development of marketing plan.
6. Branding of rural regions and foods linked to geographical origin L - World- or European-wide intellectual property concepts, rules and mechanisms for branding of rural regions and autochthon agricultural products linked to geographical origin.
7. Geographical indications of agricultural and food products 1 L - Introduction on the European protection scheme for geographical indications, economic significances.
8. Geographical indications of agricultural and food products 2 L - Clarification of terms, analysis of the legal framework, current trends in the EU policy.
9. Cooperative regional marketing L - Partners in regional marketing initiatives, Structure for cooperative regional marketing initiatives, Financing regional marketing initiatives.
10. Case study analysis L - Presentation of successful regional food marketing cases and evaluation of pros and cons.
11. Case study analysis L - Presentation of successful regional food marketing cases and evaluation of pros and cons.
12. Seminar S - Independent work of students on their assignment (regional marketing plan)
13. Seminar S - Independent work of students on their assignment (regional marketing plan)
14. Seminar S - Independent work of students on their assignment (regional marketing plan)
15. Presentation of seminars + exam S - Presentation of seminars + exam

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Obvezna literatura

1. FAO (2009a): Linking people, places and products - A guide for promoting quality linked to geographical origin and sustainable geographical indications. Rome: Food and Agriculture Organization of the United Nations (FAO), Rome. ISBN 978-92-5-106374-3.
2. FAO (2009b): Rural–urban marketing linkages. An infrastructure identification and survey guide. FAO Agricultural services bulletin 161. Food and Agriculture Organization of the United Nations (FAO), Rome. ISBN 92-5-105387-1
3. Petra van de Kop, Denis Sautier and Astrid Gerz (eds) (2006): Origin-based products. Lessons for pro-poor market development. Royal Tropical Institute (KIT) and CIRAD. KIT Bulletin no. 372. ISBN: 90 6832 1688.
4. Tischer, M., Ansbacher, P., Seyfert, A. (2008): RegioMarket - Guideline for Cooperative Regional Marketing. LUBW Landesanstalt für Umwelt, Messungen und Naturschutz, Baden-Württemberg.1st edition, ISBN – 978-3-88251-331-8

Preporučena literatura

1. Echols, M. A. (2008): Geographical Indications for Food Products. Kluwer Law International. ISBN-13: 978-9041125484. 328 pages
2. Nair L.R. & Kumar , R. (2005): Geographical Indications: A search for identity. Lexis Nexis India. ISBN: 81-8038-102-1
3. O’ Connor, B. (2007): The Law of Geographical Indications. Cameron May. ISBN: 97818474698999.
4. Bureau, J. C. and Valceschini, E. (2003) ‘European Food-Labeling Policy’, Journal of Food Distribution Research, 34(3), 70–6.
5. Moschini, G., Menapace, L. and Pick, D. (2008) ‘Geographical Indications and the Competitive Provision of Quality in Agricultural Markets’, American Journal of Agricultural Economics, 90(3), 794–812.
6. Parrot, N., Wilson, N. and Murdoch, J. (2002) ‘Spatializing Quality: Regional Protection and the Alternative Geography of Food’, European Urban and Regional Studies, 9(3), 241–62.
7. Zago, A. and Pick, D. (2004) ‘Labeling Policies in Food Markets: Private Incentives, Public Intervention, and Welfare Effects’, Journal of Agricultural and Resource Economics, 29(1), 150–65.

Sličan kolegij na srodnim sveučilištima

- Regional and Local Marketing, Slovak University of Nitra

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