|  |  |
| --- | --- |
| **Title and Code** of the subject: **Food Marketing (Food safety and quality engineer sciences) MTMEL7005** | **ECTS Credit Points: 3** |
| **Type** of the subject: compulsory |
| **Ratio of theory and practice: 67/33** (credit%) |
| **Type and number of classes per semester**: 2 hour(s) lecture and 1 hour(s) practice per **semester** Number of teaching hours / week : **2+1 (lecture and practice)** |
| **Type of exam**: colloquium |
| **Subject in the curriculum:** semester 1. |
| Preliminary requirements:- |

|  |
| --- |
| **Summary of content - theory**: *The goal of the subject* is to make the student understand the basic contexts of food marketing especially segmentation, targeting and positioning. *The subject emphasizes* the role of the marketing mix in the food markets, therefore, we study the product, the price, the place and promotion tools in detail. Community marketing tools and strategies are also part of the subject. |
| *Course topics:*1. Coordination of the requirements
2. Evolution of food marketing system – part 1.
3. Evolution of food marketing system – part 2.
4. Segmentation and new product development (from concept to shop), STP, product, price, place and promotion – part 1.
5. Segmentation and new product development (from concept to shop), STP, product, price, place and promotion – part 2.
6. Food consumption trends – part 1.
7. Food consumption trends – part 2.
8. Regional food systems – part 1.
9. Regional food systems – part 2.
10. Retailers strategies in fresh produce (case study: Short supply chains) – part 1.
11. Retailers strategies in fresh produce (case study: Short supply chains) – part 2.
12. Overview of a specific products' market (free from products) – part 1.
13. Overview of a specific products' market (free from products) – part 1.
14. Final presentation / semester summary
 |
| **Summary of content - practice**: |
| *Skills to be learnt:* 1. Coordination of the requirements
2. Evolution of marketing systems – Coca-Cola, the prime example of marketing – Case study analysis
3. Evolution of marketing systems – Coca-Cola, the prime example of marketing – Case study presentation
4. Segmentation and new product development – Red Bull, the brand getting wings – Case study analysis
5. Segmentation and new product development – Red Bull, the brand getting wings – Case study presentation
6. Food consumption trends – The characteristic of digital food consumer – Case study analysis
7. Food consumption trends – The characteristic of digital food consumer – Case study presentation
8. Regional food systems –Gedeon Totth – International practice of community agricultural marketing – Case study analysis
9. Regional food systems –Gedeon Totth – International practice of community agricultural marketing – Case study presentation
10. Retailer’s strategies in fresh produce – Tesco, the world-class customer contact builder – Case study analysis
11. Retailer’s strategies in fresh produce – Tesco, the world-class customer contact builder – Case study presentation
12. Overview of specific products’ market –The story of delicious gluten free bread: the branding of Glulu – Case study analysis
13. Overview of specific products’ market –The story of delicious gluten free bread: the branding of Glulu – Case study presentation
14. The student present the final presentation.
 |
| **Literature, handbooks in English**  |
| 1. Rachel E. Helwig (2015): Transparent Food Marketing: A Clear Understanding of Food Marketing Terminology. CreateSpace Independent Publishing Platform; First edition. pp. 1-112 ISBN: 9781514869864
2. Stephen F. Hall (2015): Sell Your Specialty Food: Market, Distribute, and Profit from Your Kitchen Creation. Stephen F. Hall; 6th edition. pp. 1-210. ISBN: 9780692572078
3. Gordon W. Fuller (2011): New Food Product Development: From Concept to Marketplace, Third Edition. CRC Press; 3 edition. pp. 1-508. ISBN: 9781439818640
 |
| **Competencies gained**  |
| 1. **Knowledge:**
* The student knows the basic concepts and theories of food marketing.
* The student has the most basic methods for collecting, analysing and solving problems of food marketing.
1. **Skills:**
* The student can solve food marketing problems.
* The student can search important information about food marketing activities.
1. **Attitude:**
* The student strives to develop commercial and marketing activities and adjust to changing social, economic and legal environments.
1. **Autonomy and responsibility:**
* The student takes and bears responsibility for his own work and decisions.
 |

|  |
| --- |
| **Responsible lecturer: Dr. András Fehér, assistant professor, Phd** |
| **Other lecturer(s): -** |

|  |
| --- |
| **Terms of course completion:** |
| 1. Completing practice visits
2. Giving presentation
3. Writing the exam
 |
| **Form of examination:** |
| Students must *process a case study in the field of food marketing* by the end of the semester with an oral presentation. Students must complete a written exam at the end of the semester. The presentation and the written exam will be evaluated together. Students can earn 100 points during the semester. The presentation is 50% (50 points), with 50% (50 points) for written exam. Students must also meet the minimum level for presentation and written exam, so they need to reach 51% of the total points. During the semester students can earn extra points through active participation in the lessons.*Presentation (50% of the final 100 points):* During the oral presentation, students should give a ten-minute lecture, which will be presented on one of the last lessons.*Written exam (50% of the final 100 points):* The written exam consists of five sections (multiple choices (10 points), true or false (10 points) and three short essays (3\*10 points). Students will write the exam during the exam period or pre-exam with the appropriate progress of the semester. |
| **Requirement(s) to get signature:** |
| (1) Practice visits are compulsory. Missing is possible up to 30% of the seminars. (2) Students must process a case study in the field of food marketing by the end of the semesterwithy an oral presentation.  |

|  |
| --- |
| **Exam questions:** |
| During the semester, students will receive a written questionnaire from which the potential questions of the exam essay will be selected.The students will receive the final evaluation from the combined score of the oral presentation and the written exam. |