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| **Subject** | **MARKETING OF FOOD PRODUCTS** | | | |
| **Type** | **Semester** | **ECTS** | **Code** |
| Z | 5 | 4 (2+1) | 130MFP325 |
| **Course Lecturer** | **Prof. Asst. Dr. Emine Daci Zejnullahi** | | | |
| **Course Assistant** | **Prof. Asst. Dr. Emine Daci Zejnullahi** | | | |
| **Course Tutor** |  | | | |
| **Aims and Objectives** | The subject will offer the students’ knowledge on Marketing of food products, students will find the necessary information and through it they will be provided with theoretical knowledge and practical skills necessary for the implementation of marketing activities in these important aspects of decision making such as:   * Product planning; * Distribution planning; * Promotion planning; * Price planning. * Define marketing and highlight the stages of time change of the marketing process; * Understand the essence and explain the relationship between key marketing concepts; * Understand what customer value is and why it is important for fulfilling customer satisfaction; * Familiarizes with 4 Ps and 4 Ks of marketing mix; * Explain the role and functions of marketing and who fulfills them; * Distinguish the difference between different marketing perspectives and what is the role of marketing in them; * Understand why the marketing concept is a consumer orientation; * Understand what they are and distinguish the difference between the generic market and that of the product. * List and discuss the importance of elements of the enterprise microenvironment, including the enterprise, suppliers, marketing intermediaries, consumers and the public; * Describe the macro-environmental forces that affect an enterprise's ability to serve its clientele;   Explain how changes in the demographic and economic environment affect marketing. | | | |
| **Learning outcomes** | **Upon completion of this course students will be able to:**   * Understanding Food Industry Dynamics: Students will demonstrate an understanding of the structure, trends, and dynamics of the food industry, including the roles of producers, distributors, retailers, and consumers. * Knowledge of Consumer Behavior: Students will analyze consumer behavior patterns related to food products, including factors influencing purchase decisions such as cultural, social, psychological, and economic factors.      * Product Development and Innovation: Students will evaluate strategies for developing and innovating food products, including identifying market opportunities, conducting market research, and adapting products to meet consumer preferences and trends. * Branding and Positioning: Students will develop branding and positioning strategies for food products, including creating brand identities, communicating brand values, and differentiating products from competitors in the market.      * Distribution Channels and Logistics: Students will analyze distribution channels and logistics in the food industry, including assessing the effectiveness of different distribution strategies, managing supply chains, and optimizing transportation and storage processes.      * Marketing Communication Strategies: Students will develop marketing communication strategies for food products, including advertising, public relations, digital marketing, and social media, to effectively reach target audiences and promote products..      * Market Analysis and Competitive Strategy: Students will conduct market analysis and develop competitive strategies for food products, including assessing market trends, analyzing competitors, identifying market segments, and positioning products for success. | | | |
| **Alignment of Course’s Learning Outcomes to Programs Learning Outcomes.** | 1. **Program Learning Outcome: Understanding Industry Dynamics**  * Course Learning Outcome: Students will analyze the structure, trends, and dynamics of the food industry, contributing to their understanding of various industries' market forces and competitive landscapes.  1. **Program Learning Outcome: Analytical Skills**  * Course Learning Outcome: Students will develop analytical skills by assessing consumer behavior patterns, market trends, and competitive strategies within the food industry, enhancing their ability to analyze complex marketing challenges and make informed decisions.  1. **Program Learning Outcome: Strategic Thinking**  * Course Learning Outcome: Students will develop strategic thinking skills by formulating branding, positioning, and competitive strategies for food products, contributing to their ability to develop and implement effective marketing plans to achieve organizational objectives.  1. **Program Learning Outcome: Communication Skills**  * Course Learning Outcome: Students will enhance their communication skills by developing marketing communication strategies tailored to target audiences within the food industry, improving their ability to convey ideas, persuade stakeholders, and promote products effectively.  1. **Program Learning Outcome: Ethical Awareness and Social Responsibility**  * Course Learning Outcome: Students will consider ethical and sustainability considerations in food marketing, fostering an understanding of ethical business practices and social responsibility within the context of the food industry.  1. **Program Learning Outcome: Applied Knowledge**  * Course Learning Outcome: Students will apply marketing concepts and theories to real-world situations within the food industry, demonstrating their ability to transfer theoretical knowledge into practical solutions to address marketing challenges and opportunities. | | | |
| **Content** | **Weekly plan** | | | **Week** |
| Presentation of the course | | | 1 |
| Introduction to the marketing of food products | | | 2 |
| Factors influencing consumer behaviour | | | 3 |
| Company strategy and marketing | | | 4 |
| Marketing planning | | | 5 |
| Develop a marketing strategy for the target market | | | 6 |
| First colloquium | | | 7 |
| Marketing plan development | | | 8 |
| Development and planning of products and services | | | 9 |
| The role of communication in marketing | | | 10        11    12 |
| Marketing channels and physical distribution | | | 11 |
| Retail and wholesale trade | | | 12 |
| Types of marketing-digital marketing | | | 13 |
| Second colloquium | | | 14 |
|  | Final exam | | | 15 |
|  | Learning activity | | | Weight % |
| **Literature/**  **References** | 1. Authorized lectures, Dr. Emine Daci Zejnullahi, 2023  2. Arben Vërçuni, Gjokë Uldedaj. 2009. Bazat e marketingut. Maluka.  3. **Marketing Management 15th Edition,**by [Philip Kotler](https://www.amazon.com/Philip-Kotler/e/B0028DGITO/ref=dp_byline_cont_book_1) (Author), [Kevin Keller](https://www.amazon.com/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=Kevin+Keller&text=Kevin+Keller&sort=relevancerank&search-alias=books) (Author)  4.[Gerard J. Tellis](https://www.goodreads.com/author/show/44458.Gerard_J_Tellis), **Effective Advertising: Understanding When, How, and Why**  5. Simon Kingsnorth, **Advertising Works (Marketing for a New Century) Paperback November 20, 2003** Digital Marketing Strategy: An Integrated Approach to Online Marketing  6. Stephanie Diamond, Digital Marketing All-in-One For Dummies,2019 | | | |
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