

Annex 6

DISCIPLINE DESCRIPTION

1. Information on the study programme

1.1 Academic institution	UNIVERSITY OF ORADEA
1.2 Faculty	FACULTY OF ENVIRONMENTAL PROTECTION
1.3 Department	ENGINEERING OF FOOD PRODUCTS
1.4 Field of study	ENGINEERING OF FOOD PRODUCTS
1.5 Cycle of study	BACHELOR
1.6 Study programme/Qualification	CONTROL AND EXPERTISE OF FOOD PRODUCTS/ ENGINEER

2. Information on the discipline

2.1 Name of discipline	AGRO-FOOD MARKETING						
2.2 Course holder	LECTURER PHD BRATA ANCA MONICA						
2.3 Seminar/Laboratory/Project holder	LECTURER PHD BRATA ANCA MONICA						
2.4 Year of study	II	2.5 Semester	IV	2.6 Type of evaluation	E	2.7 Regime of discipline	C

(C) Compulsory; (O) Optional; (E) Elective

3. Total estimate time (hours per semester of didactic activities)

3.1 Number of hours per week	4	out of which: 3.2 course	2	out of which 3.3 seminar/laboratory/project	2
3.4 Total hours in the curriculum	56	out of which: 3.5 course	28	out of which 3.6 seminar/laboratory/project	28
Time allotment					hours
Study assisted by manual, course support, bibliography and notes					10
Additional documentation in the library/ on specialised electronic platforms and in the field					6
Preparation of seminars/laboratories/ topics/reports, portfolios and essays					4
Tutorship					2
Examinations					4
Other activities.....					2
3.7 Total hours of individual study	48				
3.9 Total hours per semester	104				
3.10 Number of credits	4				

4. Prerequisites (where appropriate)

4.1 curriculum	BASE OF ECONOMICS
4.2 competences	

5. Conditions (where appropriate)

5.1. related to course	<ul style="list-style-type: none"> Students will adopt a conduct that does not disturb the carrying out in good condition of course (will not pick up the phone, it will leave grant Hall); Will not be tolerated in class and students delay seminar/lab as it is disruptive to the educational process; 	
5.2. related to seminar/laboratory/ project	<ul style="list-style-type: none"> The term teaching seminar work shall be established by agreement with the holder of the students. Will not be accepting applications for deferment thereof on grounds other than being good objective. 	

6. Specific competences acquired	
Professional competences	<ul style="list-style-type: none"> Application of basic principles and methods in food engineering to solve technological problems related to the operation of the food industry equipment Explanation and interpretation of concepts, processes, models and methods in food engineering using basic knowledge on the food component properties and changes, technological processes and basic equipment in food industry Application of basic principles and methods for solving the problems related to the management and marketing in the food industry and the implementation of quality management systems of food products
Transversal competences	

7. Objectives of discipline (coming from the specific competences acquired)

7.1 General objective	<ul style="list-style-type: none"> BECOME FAMILIAR WITH CURRENT AND MAIN APPROACHES IN THE FIELD OF AGROALIMENTARY MARKETING
7.2 Specific objectives	<ul style="list-style-type: none"> OPTIMIZIG THE ECONOMIC ACTIVITY OF THE COMPANY MAXIMIZING PROFIT OF THE FARMERS TO DRAW UP A MARKETING PLAIN

8. Content*/

8.1 Course	Methods of teaching	No. of hours/Remarks
1. THE CONCEPT OF AGROALIMENTARY MARKETING	Lecture, discussion and examples	2 hour/1 lecture
2.THE MARKETING OF FOOD PRODUCTS	Lecture, discussion and examples	2 hour/1 lecture
3. THE ANALYSIS OF THE MARKETING	Lecture, discussion and	2 hour/1 lecture

ENVIRONMENT	examples	
4. THE MARKET OF THE AGRICULTURAL ENTERPRISE	Lecture, discussion and examples	2 hour/1 lecture
5 MARKET RESEARCH	Lecture, discussion and examples	2 hour/1 lecture
6. MARKETING STRATEGIES	Lecture, discussion and examples	2 hour/1 lecture
7.MARKETING POLICY	Lecture, discussion and examples	2 hour/1 lecture
8.THE MARKETING OF SERVICES	Lecture, discussion and examples	2 hour/1 lecture
9.PRODUCT POLICY	Lecture, discussion and examples	2 hour/1 lecture
10. ECOLOGICAL PRODUCTS	Lecture, discussion and examples	2 hour/1 lecture
11.PRICE POLICY	Lecture, discussion and examples	2 hour/1 lecture
12.DISTRIBUTION POLICY	Lecture, discussion and examples	2 hour/1 lecture
13.PROMOTINAL POLICY		
14. COMPILING THE BASIC CONCEPTS PRESENTED	Interactive discussion	2 hour/1 lecture
BibliografY 1.Botezat, E. (coord.), 2006, <i>The base of marketing</i> , University of Oradea Publishing House 2.Brata, Anca, 2011, <i>Agroalimentary Marketing</i> , University of Oradea Publishing House 3.Bretcu Angela, <i>Public Marketing</i> , Publish House Eftimie Murg, 2011 4.Diaconescu, M., 2005, <i>Agroalimentary Marketing</i> , Publish House Universitaria, Bucarest 5.Kotller Ph., <i>Marketing 3.0</i> , Publish House Publica, 2010 6.Lazăr D. <i>Bazele marketingului</i> Publish House Expert, Bucarest, 2009 7.Meerman S., <i>The new roules of marketing and PR</i> , Publish House Publica 2010 8.Urbain Caroline., <i>The price and the marketing strategies</i> Publish House Publica, 2011		
8.2 Seminar	Methods of teaching	No. of hours/ Remarks
1. ORGANIZING SEMINAR. FORMATION OF WORKING TEAMS.	Interactive discussion	2
2. THE ANALYSIS OF THE MARKETING ENVIRONMENT.	Problems. Case study. The grid tests	2
3. NEEDS-REQUESTS	Interactive discussion. Demonstration. Problems. Case study. The grid tests	2
4. THE AGRO-FOOD MARKET	Problems. Case study. The grid tests	2
5. MARKETING RESEARCH	Demonstration. Problems. Case study. The grid tests	2
6. MARKETING STRATEGIES <i>SWOT AND BCG ANALISES</i>	Problems. Case study. The grid tests	2
7.BEHAVIOR CONSUMER	Exposure. Demonstration. Problems. Case study. The grid tests	2

8.ETHICS OF THE MARKETING ACTIVITY	Demonstration. Problems. Case study. The grid tests	2
9. PRODUCT POLICY	Problems. Case study. The grid tests	2
10.PACKGING OF THE AGRO_FOOD PRODUCTS	Interactive discussion. Demonstration.	2
11PRICE POLICY	Problems. Case study. The grid tests	2
12.DISTRIBUTION POLICY	Interactive discussion. Demonstration. Problems. Case study. The grid tests	2
13. TEHNICI DE PROMOVARE A PRODUSELOR AGROALIMENTARE	Interactive discussion. Demonstration. Problems. Case study. The grid tests	2
14. EVALUATING THE SEMINAR	Interactive discussion	2
Bibliography 1.Botezat, E. (coord.), 2006, <i>The base of marketing</i> , University of Oradea Publishing House 2.Brata, Anca, 2011, <i>Agroalimentary Marketing</i> , University of Oradea Publishing House 3.Bretcu Angela, <i>Public Marketing</i> , Publish House Eftimie Murg, 2011 4.Diaconescu, M., 2005, <i>Agroalimentary Marketing</i> , Publish House Universitaria, Bucarest 5.Kotler Ph., <i>Marketing 3.0</i> , Publish House Publica, 2010 6.Lazăr D. <i>Bazele marketingului</i> Publish House Expert, Bucarest, 2009 7.Meerman S., <i>The new roules of marketing and PR</i> , Publish House Publica 2010 8.Urbain Caroline., <i>The price and the marketing strategies</i> Publish House Publica, 2011		

* The content, respectively the number of hours allocated to each course / seminar / laboratory / project will be detailed during the 14 weeks of each semester of the academic year.

9. Corroboration of discipline content with the expectations of the epistemic community, professional associations and representative employers from the field corresponding to the study programme

- In order to change the contents, selection methods for teaching/learning the discipline held a meeting with members of the employers ' Federation: Bihor, with representatives of public institutions (City Hall, finance publiceetc.); as well as with other teachers in the field, holding in the other institutions of the advanced higher. The meeting aimed at identifying the needs and asteptărilor employers and coordinating with other similar programs at other institutions advanced superior

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the final grade
10.4 Course	<ul style="list-style-type: none"> • Knowledge of terminology used in agro-food Economy 	Exam	60%

	<ul style="list-style-type: none"> • The ability of the appropriate use of notions applied economics • Understanding the importance of case studies in understanding the business environment • The ability to build the kinds of pros and cons studied to develop pertinent analysis and decision making 		
10.5 Seminar	<ul style="list-style-type: none"> • Learning problems treated at the course and seminar • The ability to use the correct methods, models and tests completed • Argumentative structure to identify a situation dilematic • Assessment of own arguments or supported by others; • The ability to build the kinds of pros and cons studied 	Presentation	40%
10.6 Laboratory			
10.7 Project			
10.8 Minimum standard of performance			
Understanding the basic concepts, theoretical and their application in practice, preparation of a report on certain topics of agriculture economy, drafting a feasibility study			

Date of completion

1.10.2020

Signature of course holder**

BRATA ANCA MONICA

Signature of seminar
laboratory/project holder
BRATA ANCA MONICA