

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	FOOD ENGINEERING
1.4 Field of study	FOOD ENGINEERING
1.5 Cycle of study	MASTER
1.6 Study programme/Qualification	AGRI-FOOD SAFETY AND SECURITY

2. Information on the discipline

2.1 Name of discipline	Marketing Of Ecological Agri-Food Products						
2.2 Course holder	Lecturer PhD. Morna Anamaria Aurelia						
2.3 Seminar/Laboratory/Project holder	Lecturer PhD. Morna Anamaria Aurelia						
2.4 Year of study	I	2.5 Semester	II	2.6 Type of evaluation	Ex	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	3	out of which: 3.2 course	2	out of which 3.3 seminar/laboratory/project	1
3.4 Total hours in the curriculum	42	out of which: 3.5 course	28	out of which 3.6 seminar/laboratory/project	14
Time allotment					hours
Study assisted by manual, course support, bibliography and notes					28
Additional documentation in the library/ on specialised electronic platforms and in the field					10
Preparation of seminars/laboratories/ topics/reports, portfolios and essays					14
Tutorship					4
Examinations					2
Other activities.....				
3.7 Total hours of individual study	58				
3.9 Total hours per semester	100				
3.10 Number of credits	4				

4. Prerequisites (where appropriate)

4.1 curriculum	Agrifood Marketing, Agrifood Economy.
4.2 competences	-

5. Conditions (where appropriate)

5.1. related to course	Videoprojector, screen. Students will not be present at lectures, with open mobile phones. Also, phone calls will not be tolerated during the course, nor by students leaving the classroom to retrieve personal phone calls. Students will not be tolerated to delay the course as it proves disruptive to the educational process.
5.2. related to seminar/laboratory/ project	Students will not be present in laboratories, with mobile phones open. Also, phone calls will not be tolerated during laboratory or by students leaving the classroom to retrieve personal phone calls. Students will not be tolerated delay to the laboratory as it proves disruptive to the educational process.

6. Specific competences acquired	
Professional competences	<p>C.4. Planning, organizing and coordinating the business and marketing activities from the food processing units.</p> <p>C.4.1 Interpretation of legislation in the food industry as well as the basics of marketing and management, for strict observance of the principles of human nutrition and food additive regulations in force.</p>

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

7.1 General objective	To be familiar with key concepts and approaches in marketing organic products.
7.2 Specific objectives	<p>Develop marketing policy environment, within each element of the traditional marketing mix.</p> <p>Knowledge internal and external marketing in which a company operates food.</p> <p>Creating a marketing plan for a unit from food industry.</p>

8. Content*/

8.1 Course	Methods of teaching	No. of hours/ Remarks
What is ecological marketing?	Interactive Lecture with PowerPoint Presentation	2
The green marketing concept and green product development.	Interactive Lecture with PowerPoint Presentation	2
Are environmental and social objectives compatible with profit maximization?	Interactive Lecture with PowerPoint Presentation	2
Factors affecting the implementation of ecological marketing orientation.	Interactive Lecture with PowerPoint Presentation	2
Responsible consumption - the next frontier in ecological marketing.	Interactive Lecture with PowerPoint Presentation	2
The role and influence of ecological marketing in the enterprise's activity.	Interactive Lecture with PowerPoint Presentation	2
Sustainable marketing - an innovative concept of marketing.	Interactive Lecture with PowerPoint Presentation	2
The contribution of sustainable marketing to sustainable development.	Interactive Lecture with PowerPoint Presentation	2
The impact of green marketing on consumer behavior in the modern world.	Interactive Lecture with PowerPoint Presentation	2
Green supply chain management - concept evolution, MLAE building approaches.	Interactive Lecture with PowerPoint Presentation	2
Green supply chain management - green supply chain strategies.	Interactive Lecture with PowerPoint Presentation	2
The influence of green marketing tools on green eating and green eating behavior.	Interactive Lecture with PowerPoint Presentation	2
Green marketing today - a mix of participation, consumer trust and life cycle thinking	Interactive Lecture with PowerPoint Presentation	2
Addressing climate change in a post-pandemic world.	Interactive Lecture with PowerPoint Presentation	2
<p>Bibliography</p> <p>1.Chiran A., Gându E., Banu A., Ciobotaru E., Marketing agroalimentar, Edura Pim, Iași, 2003</p> <p>2.Chiran A. (coordator), Piața produselor agricole și agroalimentare – abordare teoretică și practică, Editura Ceres, București, 2004</p> <p>3.Danciu V. Marketing ecologic. Etica verde a productiei si consumului, Editura Economica, Bucuresti 2006.</p>		

4.Mihai Diaconescu, Marketing agroalimentar, Editura Universitara, 2005.		
5.Morna Anamaria Aurelia, Marketing alimentar: aspecte teoretice și practice, Editura AcademicPres, 2013.		
6.Morna Anamaria Aurelia, Marketing alimentar.Aplicații practice. Oradea: Editura Universității din Oradea, 2013.		
7.Anamaria Simuț, Lucrări practice de marketing agroalimentar, Editura Universității din Oradea, 2009.		
8.3 Laboratory		
Measuring marketing phenomena.I.	Interactive discussions and explanations	1
Measuring marketing phenomena II.	Interactive discussions and explanations	1
Measuring marketing phenomena III.	Interactive discussions and explanations	1
Measuring marketing phenomena IV.	Interactive discussions and explanations	1
Market research - definition of market research.	Interactive discussions and explanations	1
Market research - qualitative market research.	Interactive discussions and explanations	1
Market research - quantitative market research.	Interactive discussions and explanations	1
Studying the market of an ecological, conventional, functional, traditional product. Creating a questionnaire on the suvio.com platform.	Interactive discussions and explanations	1
Processing and analyzing information from the model survey created on suvio.com. The objectives of the marketing study.	Interactive discussions and explanations	1
Example - Market research I.	Interactive discussions and explanations	1
Example - Market research II.	Interactive discussions and explanations	1
Example - Market research III.	Interactive discussions and explanations	1
Example - Market research IV.	Interactive discussions and explanations	1
Summary of quantitative marketing research results.	PowerPoint Presentation	1
Bibliography 1. Chiran A., Gându E., Banu A., Ciobotaru E., Marketing agroalimentar, Edura Pim, Iași, 2003 2. Chiran A. (coordinator), Piața produselor agricole și agroalimentare – abordare teoretică și practică, Editura Ceres, București, 2004 3. Danciu V. Marketing ecologic. Etica verde a producției și consumului, Editura Economica, Bucuresti 2006. 4. Mihai Diaconescu, Marketing agroalimentar, Editura Universitara, 2005. 5. Morna Anamaria Aurelia, Marketing alimentar.Aplicații practice. Oradea: Editura Universității din Oradea, 2013. 6. Anamaria Simuț, Lucrări practice de marketing agroalimentar, Editura Universității din Oradea, 2009.		

* 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

Course contents "Marketing Of Ecologic Agri-Food Products" is consistent with, what is done in other universities in the country, food engineering profiles. By learning the theoretical concepts and practical aspects included in discipline approach, students acquire knowledge that consistent, according to the skills required for possible occupations provided in Grid - RNCIS.
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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the final grade
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10.4 Course	The way responded by questions	Oral exam	70%
10.6 Laboratory	Project presentation	Summative Evaluation	30%
10.8 Minimum standard of performance			
Understanding the theoretical concepts and their practical application, preparing a report on certain topics of marketing organic products, preparing a marketing plan.			

Date of completion

Signature of course holder
Morna Anamaria Aurelia

Signature of laboratory holder
Morna Anamaria Aurelia

amorna@uoradea.ro; anamaria_simut@yahoo.co.uk

Date of approval in the department

Signature of the Head of Department

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