

## ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

*Sheet updated: September 2010*

<b>Module code</b> 4062	<b>Module title</b> Marketing ME	<b>Module leader</b> Luís Aguiar
<b>School which owns module</b>	School of Business	
<b>Programme(s) to which module belongs</b>	MBA European Food and Agribusiness (core)	
<b>Module level</b> 7	<b>Module credits</b> 15	<b>Pre-requisites</b> None
<b>Minimum study time</b> 150 hours	<b>Contact hours within study time</b> 40	<b>Teaching period</b> January to March

**Module Content:**

**Marketing (VHL August to December)**

The first part of the module will examine marketing as a fundamental function of private as well as cooperative organisations. Emphasis is placed on strategic and tactical marketing at an international and single-country level. The importance of economic and cultural relations is assessed with a focus on European food markets.

The module will also review international market research sources, developing plans for market entry and operation, product development and launching, pricing and channel decisions, and monitoring and control. There is also attention for recent developments in the field of e-commerce and internet marketing.

Learning outcomes at VHL:

To achieve credit for this module, students must be able to:

1. Appreciate the wider opportunities and threats to an agri-food business company operating in a global environment; and identify international marketing strategies for various agricultural products and market segments.
2. Undertake secondary market research on selected foreign markets to identify specific opportunities as a basis for market selection with a view to analysing the present operations of a company.

**Marketing (RAC January to March)**

In the second part of the module, students will have an opportunity to apply the marketing principles and management theories previously learnt. The module will examine marketing from the perspectives of an international and complex world, food production and retailing, and the consumer. Emphasis will be placed on current developments and issues in marketing, such as ethics, ethnicity and country of origin. Students will be able to appreciate the marketing function both from a UK and international perspective.

Learning outcomes at the RAC:

To achieve credit for this module, students must be able to:

1. Discuss the structure of food supply chains in the UK and in other countries.
2. Evaluate the key factors influencing food purchasing behaviours of consumers.
3. Apply appropriate marketing theory to case study problems/issues.
4. Work effectively in groups.

Assessment	Description	Weighting
Coursework	1. Coursework (VHL)	50%
Examination	2. Examination (RAC)	50%

**Key Texts VHL:**

Beierlein, J. and Woolverton, M. (1990). *Agribusiness Marketing*. Prentice Hall.

Davidson, J. (1987). *Offensive Marketing*. Cassell.

Doyle, P. (2006). *Marketing Management and Strategy*. Prentice Hall.

Kohls, R. and Uhl, J. (2006). *Marketing of Agricultural Products*. (9<sup>th</sup> edition). Prentice Hall.

Majaro, S. (2003). *The Essence of Marketing*. Pearson Education.

Meulenbergh, M. (1993). *Food and Agribusiness Marketing in Europe*. Food Products Press.

Murphy, J. (1990). *Brand Strategy*. Prentice Hall.

Paliwoda, S. (1993). *The Essence of International Marketing*. Prentice Hall.

Porter, M. (1998). *The Competitive Advantage of Nations*. Palgrave.

**Key Texts RAC:**

Agiar, L.K. (2009). The Expanding Demand of Brazilian Groceries: The Case of Cachaça. **In** Lindgreen, A. and Hingley, M. (2009). (eds). *The New Cultures of Food: Marketing Opportunities from Ethnic, Religious and Cultural Diversity*. Gower.

Agiar, L. and Brofman-Epelbaum, F. (2009). Are Consumers Ready for RFID? The Dawn of a New Market Orientation Era. **In** Lindgreen, A., Hingley, M. and Vanhamme, J. (2009). (eds). *Market Oriented? The Metamorphosis of Food and Agricultural Production and Marketing*. Gower.

Czinzota, M.R. and Ronkainen, I.A. (2006). *Best Practices in International Marketing*. London: Harcourt College.

Vieira, L.M. and Aguiar, L.K. (2009). An Appraisal of the Fair Trade System: Evidence from Small Producers in Emerging Countries. **In** Lindgreen, A. and Hingley, M. (2009). (eds). *Crisis of Food Brands: Sustaining Safe, Innovative and Competitive Food Supplies*. Gower.

**Further Reading:**

Bourlakis, M. and Weightman, P. (2004). *Food Supply Chain Management*. Blackwell.

Seth, A. and Randall, G. (2001). *The Grocers the Rise and Rise of Supermarket Chains*. (2<sup>nd</sup> edition). Kogan Page.