

## ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

*Sheet updated: September 2011*

<b>Module Code</b> 4095	<b>Module Title</b> International Agri-food Marketing	<b>Module Leader</b> Luís Aguiar
<b>School which owns module</b>	School of Business	
<b>Programme(s) to which module belongs</b>	MBA International Food and Agribusiness (core) MBA Business Management in the Food Industries (focus)	
<b>Module Level</b> 7	<b>Module Credits</b> 7.5	<b>Pre-Requisites</b> None
<b>Minimum Study Time</b> 45	<b>Contact Hours within Study Time</b> 15	<b>Teaching Period</b> January - March
<p><b>Module Content</b></p> <p>Students will have the opportunity to apply marketing principle and management theories previously learnt in the context of the food industry. The module will examine marketing from the perspectives of an international and complex world, geographies of food production and consumption, retailing, and the consumer. Emphasis will be put on current developments and issues in marketing such as the effect of price inflation, ethics, ethnicity and country of origin. Students will be able to appreciate the marketing function from a globalised and international perspective.</p>		
<p><b>Module Outcomes</b></p> <p>To achieve credit for this module, students must be able to:</p> <ol style="list-style-type: none"> <li>1. Discuss the structure of food supply chains.</li> <li>2. Evaluate the key factors influencing food production and purchasing behaviours of consumers.</li> <li>3. Apply appropriate marketing theory to case study problem/issues.</li> <li>4. Work effectively in groups.</li> </ol>		
<b>Assessment</b>	<b>Description</b>	<b>Weighting</b>
<b>Coursework</b>	Critical analysis (3,000 words)	20%
<b>Examination</b>	2 hour	80%

**Key Texts:**

Students should be familiar with the content of at least one of the following:

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

Lindgreen, A. and Hingley, M. (2009) (eds). *The New Cultures of Food: Marketing Opportunities from Ethnic, Religious and Cultural Diversity*. Gower.

Lindgreen, A. and Hingley, M. (2009) (eds). *Crisis of Food Brands: Sustaining Safe, Innovative and Competitive Food Supplies*. Gower.

Lindgreen, A., Hingley, M. and Vanhamme, J. (2009) (eds). *Market Oriented? The Metamorphosis of Food and Agricultural Production and Marketing*. Gower.

**Further Reading:**

Foresight. *The future of food and farming (2010). Final Project Report*. The Government Office for Science. London.

Legg, W. (2003). Agricultural Subsidies, Measurement and Use in Policy Evaluation. *Journal of Agricultural Economics*. Vol. 54 (2).

Palberg, D., Ritson, C. and Albisu, L. (eds.) (1997). *Agro-food Marketing*. CABI Publishing.

Riston, C. and Petrovici, D. (2001). *The Economics of Food Choice: Is Price Important?* In: Frewer, L and Risvik, E and Schifferstein, H, eds. *Food, People and Society: A European Perspective on Consumers' Food Choices*. Spriger Verlag, Berlin.