



Universitat de Lleida

# DEGREE CURRICULUM **MARKETING**

Coordination: COLOM GORGUES, ANTONIO

Academic year 2022-23

## Subject's general information

Subject name	MARKETING				
Code	102241				
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION				
Typology	Degree		Course	Character	Modality
	Bachelor's Degree in Food Science and Technology		4	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6				
Type of activity, credits, and groups	Activity type	PRACAMP	PRALAB	PRAULA	TEORIA
	Number of credits	0.2	0.4	1.4	4
	Number of groups	1	1	1	1
Coordination	COLOM GORGUES, ANTONIO				
Department	BUSINESS ADMINISTRATION				
Teaching load distribution between lectures and independent student work	<p>On-site hours: 60 hours Non-On-site hours: 90 hours</p> <ul style="list-style-type: none"><li>• Face-to-face On-site activities (about 60 hours): Teacher explanations; student analysis and debates, participation and collaboration teacher-student; presentation, organization, concepts and definitions, inductive method, works and exercises. Teaching and monitoring of 11 theoretical topics, 8 practices of different types and one visit.</li><li>• Mixed activities and / or with tutoring (about 20 hours): Carrying out case studies and sectorial studies, posible visits to markets, exercises and work, student consultations, other activities which may require contact with the teacher, outside of class hours.</li><li>• Free and / or autonomous activities (about 70 hours): Individual study and preparation of the subject, search of information, organization of notes and didactic material, resolution of problems, documentary preparation and elaboration of case studies and sectoral studies, etc., which will imply both: individual activity and group work activity.</li></ul>				
Important information on data processing	Consult <a href="#">this link</a> for more information.				
Language	Spanish / Catalan depending on the language of the students. A solution will be sought for Erasmus students who only speak English or French.				
Distribution of credits	Although the number of ECTS credits is maintained: in Theory 4, Classroom practices 1.4, Laboratory practices 0.4 and Field practices 0.2, the reality is that an active methodological system is adopted, supported by ICT teaching tools, and current sectoral data and information. The reference to laboratory in this case is translated as a computer classroom, and the field practices as a visit to the CAGSA-bonÀrea company.				

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
COLOM GORGUES, ANTONIO	antonio.colom@udl.cat	5,4	
JUAREZ RUBIO, FRANCISCO	francisco.juarez@udl.cat	,6	

## Subject's extra information

**MARKETING (COMMERCIALIZATION OF AGRI-FOOD PRODUCTS)** It is a compulsory subject of 6 ECTS credits, taught in the fourth year of the Degree, with the General Objective of studying, analyzing and knowing how to apply a series of definitions, concepts, strategies, variables and marketing tools. It is focused to food products, with the purpose that the student is able to understand, find or give solutions about:

-the understanding of customers or consumers (their needs, tastes, requirements, desires and behavior), and the possible commerce paths, their characteristics and management (commercial channels, supply chain, value chain) to be able to deliver the products (goods , services and ideas) for its acquisition;

-the demand, the companies and their offers, and the markets or meeting points between the companies, intermediaries and / or clients or consumers; encounter of a material, territorial or geographical nature, or virtual meeting points through ICT such as mobile or fixed telephony, computer and electronic commerce, etc .; and

-on the management and decisions of the commercial process of companies and organizations (Supply chain and marketing mix plan in domestic or international market), and all this, within the agri-food sector.

Note: In the complete program, which will be provided to the students, the specific objectives and contents of the subject are shown.

## Learning objectives

- **GENERAL OBJECTIVE:** Study, analyze and know how to apply a series of definitions, concepts, strategies, variables and marketing tools, in order that the student is able to find or give solutions on:
  - the understanding of clients or consumers (knowing their needs, tastes, requirements, desires and behavior),
  - the demand and markets (meeting points between companies, intermediaries and / or customers or consumers, encounter of a material, territorial or geographical type, or virtual meeting points through ICT such as mobile or fixed telephony, IT and commerce electronic, etc., and
  - on the management of the commercial process of companies and organizations (supply chain and marketing mix plan in domestic or international market) within the field of agri-food products.

Always taking into account the impacts on the company of the Environmental Suprasystem, the influences of the Competition, of the Suppliers, of the Customers or Consumers themselves, and of the impact and possible effect of the Public Administrations, besides the possible impacts of random variables.

### SPECIFIC OBJECTIVES (SO):

- SO1. Knowing the historical approach and the gestation of the terms Agri-Food Marketing and Commercialization, linking them with the current Agri-Food System and the commercial business world of the various food sub-sectors.
- SO2. Approach, study and analyze motivational aspects, issues of utility and value, and consumer behavior, the influence of the environment, the market, and its relationship with marketing strategy and business activity and its management, to understand and know how to manage commercial processes.

SO3. Study and analyze basic aspects of the interaction undertaken -client to understand the behavior of the latter, and thus be able to program the management of relational investment or CRM, and other aspects of the optimization of consumer development and customer satisfaction.

SO4. Know and apply fundamental elements of the theory of demand and consumption; know the concept of segmentation and its utilities in Marketing; be able to know the commercial research and forecasting system for making applications of demand forecasting and others; be able to conduct a study of a sub-sector, a company, a SWOT analysis and a competitive analysis.

SO5. Describe and analyze the set of policies, strategies, variables and tools that can be used in a Marketing-Mix agri-food plan through the 4 P's: Product, Price, Place (Position, Distribution), and Promotion -Impulsion - Communication, and also solve and manage pricing, brand positioning, sales estimation, and others; be able to apply elements of Direct Marketing - On-line Marketing, and agrifood e-commerce applications.

SO6. Describe and analyze the differential aspects and special strategies of International Marketing and Foreign Trade in applications to the Agri-Food System.

## Competences

### **SPECIFIC COMPETENCIES:**

CE48. Find and interpret the legislative provisions and sources of information that affect the food industry.

CE49. Design a Business Plan and a Business Organization Scheme.

CE50. To financially evaluate an investment.

CE51. Analyse the Agrofood Production Sector, analyse food consumption, and estimate the overall demand for a food.

CE52. Identify the market marketing and regulation systems.

CE53. Design and implement policies and strategies of Agro-food Marketing.

CE54. Perform market studies on agri-food products, and product innovation.

CE55. It assesses the ethical and socio-cultural aspect of new forms of food, of new products, in the knowledge that it is adapted to new demands.

### **BASIC COMPETENCIES:**

CB1. The fact that students have proven to possess and understand knowledge in an area of study that starts from the basis of general secondary education at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the vanguard of their field of study.

CB2. Let students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated by the elaboration and defence of arguments and the resolution of problems within their area of study.

CB3. For students to be able to gather and interpret relevant data (usually within their area of study) to issue judgments that include a reflection on relevant social, scientific or ethical issues.

CB4. Let students be able to pass on information, ideas, problems and solutions to a specialist and non-specialist public.

CB5. That students have developed those learning skills necessary to undertake later studies with a high degree of autonomy.

### **GENERIC COMPETENCIES:**

CG1. Analyse specific situations, define problems, make decisions and implement action plans in the search for solutions.

CG2. Interpret studies, reports, data and analyze them numerically.

CG3. Select and handle available written and computerized information sources related to professional activity.

CG4. Working alone and in multidisciplinary team.

CG5. Under the appropriate terminology, understand and express oneself.

CG6. To argue and argue in various forums.

CG7. Recycling in new technological developments through lifelong learning.

CG8. Rating integral training, personal motivation, and mobility.

CG9. Analyse and assess the social and ethical implications of professional activity.

CG10. To have a critical and innovative spirit.

CG11. Analyse and assess the environmental implications of professional activity.

## **TRANSVERSAL COMPETENCIES:**

CT1. Correctly submit information orally and in writing.

CT3. Use existing IT and communication tools as support for the development of their professional activity.

CT4. Respect for the fundamental rights of equality between men and women, the promotion of human rights and the values of a culture of peace and democratic values.

## **Subject contents**

### **THEORETICAL CONTENTS BY THEMES:**

**THEME 1.- INTRODUCTORY ELEMENTS. MARKETING, AGRO-FOOD SYSTEM AND BUSINESS ACTIVITY.**

1.0.- Introduction of Chapter 1. 1.1.- Introduction to the terms Marketing and Agricultural Marketing. 1.2.- Concept and definition of Agricultural Marketing and Commercialization. Differences between Marketing and Sales. 1.3.- Products, needs and desires of the agri-food consumer. Marketing as a System of Thought and System of Action. 1.4.- Nature of the utilities or add-on values, commercial functions. Variables of Marketing and Marketing-Mix in the Agri-Food System. 1.5.- Scope of the discipline "Marketing and Agri-Food Marketing". Methodological and content approach. 1.6.- Globalization of the Economy and Internationalization of the competition. Socioeconomic changes in recent decades and their influence on agri-food. 1.7.- The System and Agri-Food Complexes. Primary production, transformation and agro-commerce. Sectoral inter-linkage 1.8.- A first approach to the concepts of Market and Exchange, Agents and Commercial Channels. Filiere concept or Agri-food itinerary. 1.9.- Introduction to the forms of purchase and sale. INCOTERMS.

**THEME 2.- CONSUMER, COMPANY, MARKET, MACROENVIRONMENT, VALUE AND MARKETING**

**STRATEGY.** 2.0.- Introduction of Chapter 2. 2.1.- The Consumer and the focus of Marketing. Value, Cost and Consumer Satisfaction. Application to the Agri-Food System. 2.2.- Motivation, Perception and Learning. The human being and the hierarchical needs of Maslow. The theories of Freud and Herzberg, and motivation in agrifood. 2.3.- Exchange Economies in the Agri-Food System. Structure and flows. 2.4.- Company System, strategic focus and Global Competitiveness of the agri-food company. 2.5.- Environment, company, consumer and valuation. Porter's Value Chain in the SAA. 2.6.- Beliefs, Attitudes and Behavior of the consumer in the Agri-Food System. Attracting, retaining and satisfying consumers. The Consumer Development Process and Relationship Marketing and its management (CRM). 2.7.- Buyer's behavior model. Factors that influence their behavior. 2.8.- Business Plan and Marketing Plan. Summary of factors that influence the Marketing Business Strategy. 2.9.- The strategic analysis of the company / market dynamics (I). Structural dynamics of agrifood companies and business groups. 2.10.- The strategic analysis of the company / market dynamics (II). Matrix portfolio of the BCG. Planning of new business and Grid Product / Ansoff Market. 2.11.- The Clusters of Michael Porter and Strategic Marketing in the Agri-Food System.

**THEME 3.- DEMAND, CONSUMPTION AND MARKET. SEGMENTATIONS.** 3.0.- Introduction of Chapter 3. 3.1.- Explanation of the demand and consumption of agri-food products according to countries. 3.2.- Some simple models for estimating demand. 3.3.- Demand, Offer and Market Balance. Excess demand and Excess supply. 3.4.- Some special Demand-Offer cases applicable to the Agri-Food System. 3.5.- Types of Structures in the Agrifood Markets. Competitive market versus pure monopoly. 3.6.- Production, demand and food consumption in Europe and Spain. 3.7.- Definition of Market Segmentation. Segmentation levels. 3.8.- Behaviors, preferences and segmentation process. Exercises.

**THEME 4.- INVESTIGATION AND COMMERCIAL FORECAST. MARKETING INFORMATION SYSTEM.** 4.0.- Introduction of Chapter 4. 4.1.- Marketing Information System. 4.2.- Marketing Intelligence System and Marketing Research System. The SIM's in the Agrifood companies. 4.3.- The Marketing research process in the Agri-Food System. 4.4.- Primary and secondary sources of information and data. 4.5.- Quantitative tools used in Marketing research. Exercises.

**THEME 5.- POLICIES, STRATEGIES AND DECISIONS OF PRODUCT (I). VARIABLES AND PRODUCT INSTRUMENTS.** 5.0.- Introduction of Chapter 5. 5.1.- Definition of Product. The five hierarchical levels of product and the value of the agri-food consumer. 5.2.- Classification of products. The concept of Product Differentiation. 5.3.- List of variables or instruments of Product. Product Attributes 5.4.- The Product Life Cycle (CVP). 5.5.- Packaging and Labeling. Wraps, containers, packaging and labels. 5.6.- Generating image and credibility of the product (and company): Brands, logos and signs. 5.7.- Positioning analysis -listing of products and brands. Exercises.

**THEME 6.- POLICIES, STRATEGIES AND DECISIONS OF PRODUCT (II). DYNAMICS AND ADAPTATION. THE DIRECTION FOR PRODUCTS (PRODUCT MANAGER).** 6.0.- Introduction of Chapter 6. 6.1.- Stages in the evolution of an agri-food market. 6.2.- New products for new consumers. Process of planning new products. Technological system agroalimentario and innovation. 6.3.- Dissemination and adoption of new products. 6.4.- Frank Bass's dissemination model. 6.5.- The figure of the Product Manager or Product Director. Objectives, functions and professional profile.

**THEME 7.- POLICIES, STRATEGIES AND PRICE DECISIONS.** 7.0.- Introduction of Chapter 7. 7.1.- List of instruments and price variables. 7.2.- Influential factors in pricing decisions in Marketing. Logic of the process of price fixing. 7.3.- Elasticity Demand-Price. Factors that affect price sensitivity. 7.4.- Acceptance of price. The expensive Price-Product Test / Product of poor quality. 7.5.- Strategic Positions Price / Quality of the Product. 7.6.- Margins, Costs and commercial charges. 7.7.- Adjustment of Prices. Geographic or territorial prices. Maximum prices. Discounts, bonuses and rappels. Promotional prices Price discrimination 7.8.- Calculation of prices: practical cases. Cost and Analysis of the Dead Point. Cost and objective benefit. Profit Maximization Income Maximization

**THEME 8.- POLICIES, STRATEGIES AND DISTRIBUTION DECISIONS.** 8.0.- Introduction of Chapter 8. 8.1.- List of instruments and distribution variables. 8.2.- Canals and commercial agents. Number of intermediaries Functions of the Agents. Wholesale and Agrifood Retail Trade. Distribution without store. 8.3.- General scheme of typologies of Agrifood Markets in Spain. 8.4.- Location and Distribution. Gravitational methodologies Model of Reilli and Converse. Huff probabilistic model. 8.5.- Commercial Distribution and Transportation. Simple linear program model. 8.6.- Distribution and Stock Management. 8.7.- Introduction to Merchandising: the final Marketing of the point of sale.

**THEME 9.- POLICIES, STRATEGIES AND DECISIONS OF PROMOTION-IMPULSION-COMMUNICATION.** 9.0.- Introduction of Chapter 9. 9.1.- General list of instruments and variables of Promotion -Impulsion -Communication. 9.2.- The phenomenon of communication. Disturbing elements in the communication process. 9.3.- Variables of the Promotional Mix. Factors to consider Push-Pull strategies. Examples in agrifood companies. 9.4.- Determination of the communication process. Response hierarchy models. The AIDA technique. 9.5.- Definition of Advertising. Functions of the advertising action. Basic attributes of effective advertising. 9.6.- The 5 M's of Advertising. 9.7.- Media decisions. Scope, Frequency and Impact. Advertising effectiveness 9.8.- The advertising campaign and its executive approach. 9.9.- Public relations in the business field. 9.10.- The sales force. Personal sales.

**THEME 10.- DIRECT MARKETING / MARKETING ON-LINE.** 10.0.- Introduction of Chapter 10. 10.1.- Definition of Direct Marketing. The evolution towards Direct Marketing and electronic commerce in the Agri-Food System. 10.2.- Conventional mass marketing versus Marketing One-to-One. 10.3.- The e-Marketing Mix. The 6P's of Online

Marketing. Effects of the Internet in the Agri-Food System. 10.4.- Customer databases in Direct Marketing and its usefulness. 10.5.- Main instruments and channels used in Direct Marketing. 10.6.- Marketing of the new millennium: On-line Marketing. Expected benefits. 10.7.- Main tools and channels of Online Marketing. Some examples of on-line actions in agrifood companies. 10.8.- Virtual communities and commercial uses of the WWW. E-commerce inter-company or B2B, and retail electronic commerce or B2C. 10.9 Food distribution on the Web. Some examples.

THEME 11.- INTRODUCTION TO INTERNATIONAL OR GLOBAL MARKETING AND FOREIGN TRADE. 11.0.- Introduction of Chapter 11. 11.1.- Definition of International Marketing, fundamental decisions and differential elements regarding domestic or interior Marketing. Basic functions. 11.2.- Factors and trends in international agrifood commercial distribution. Unique strategy versus multidomestic strategy. 11.3.- Global scenarios in the world socioeconomic blocs. International competitive analysis: a simple approach scheme. 11.4.- The company with international vocation and the competitiveness of a country. 11.5.- Analysis of the international expansion of the PIMES. Analysis and Benchmarking in the international context. Key elements and operations. 11.6.- Scheme of Marketing Plan-International Mix. 11.7.- The Mix Product / International Market. Shocking factors Unique brands versus local (multidomestic) brands and white brands. 11.8.- Price Strategies in the international context. 11.9.- International distribution of agri-food products. INCOTERMS. 11.10.- Synthesis of forms of penetration in Foreign Markets. Logic of action in the processes of competitive internationalization. 11.11.- The figure of the International Joint Venture and the fever of the Franchises. Economic Interest Groups. 11.12.- Promotion and communication in International Marketing actions. 11.13.- Scheme of documentary and financial procedure in foreign trade.

## LIST OF PRACTICES: STUDIES, ANALYSIS, EXERCISES AND PROBLEMS, AND VISITS:

- PRACTICE 1. Study and analysis of the Agrifood Sector in Europe and Spain.
- PRACTICE 2. Study and analysis of the meat, milk and derivatives and fish subsectors in Spain.
- PRACTICE 3. Study and analysis of the subsector of olive oil and the fruit and vegetable subsector in Spain.
- PRACTICE 4. Study and analysis of Products of Protected Quality and linked to the territory in Spain (PDO, PGI).
- PRACTICE 5. Study and analysis of the Value Chain of Food Products.
- PRACTICE 6. SWOT Analysis and Competitive Analysis.
- PRACTICE 7. Exercises on demand and sales, markets, positioning of brands, and determination of prices.
- PRACTICE 8. Realization of a Marketing-Mix Plan.
- VISIT: Visit to the Food Corporation of Guissona S.A.

## Methodology

An active general methodology is proposed, with the maximum participation of the students through an interaction between the teacher and the student. In spite of everything that in some thematic one it is necessary to propose the presentation of concepts, definitions and some contents that will be developed according to the masterful method, it will be tried to invoke the interactivity and the active participation of the mentioned students, promoting therefore the best understanding and assimilation of the theoretical contents, and the abilities in the resolution of exercises, problems and assumptions. It will also affect the affective sphere, incorporating learning components of good attitudes, responsibility and good work, both in the perspective of the current teaching process of the student, and in the projection of these behaviors in the professional future of the same, once finished his studies and achieved his insertion in the labor market, in a more or less immediate future.

The following activities and number of hours of dedication are proposed, which will be detailed in the General Activities Plan of the program:

- Face-to-face On-site activities (about 60 hours): Teacher explanations; student analysis and debates, participation and collaboration teacher-student; presentation, organization, concepts and definitions, inductive method, works and exercises. Teaching and monitoring of 11 theoretical topics, 8 practices of different types and one visit.
- Mixed activities and / or with tutoring (about 20 hours): Carrying out case studies and sectorial studies, possible visits to markets, exercises and work, student consultations, other activities which may require contact with the teacher, outside of class hours.
- Free and / or autonomous activities (about 70 hours): Individual study and preparation of the subject, search of information, organization of notes and didactic material, resolution of problems, documentary preparation and



elaboration of case studies and sectoral studies, etc., which will imply both: individual activity and group work activity.

## Development plan

### GENERAL ORIENTATIVE PLAN OF TEACHING ACTIVITIES OF THE MARKETING (COMMERCIALIZATION OF FOOD PRODUCTS) SUBJECT

THEO = Theoretical; PRAC = Practices; SO = Specific Objective

Types of Activities	Description Summary of the Teaching activity (Title of theme or practice activity)	Dedication on-site (h)	Estimation of Not on-site Dedication (h)	Week Data	Specific Learning Objectives
Presentation / Motivation	Presentation of the Subject, objectives. What's content theoretical and practical activities, the methodology, and system evaluation.	2	0	1 6/2/2023	Presentation / Motivation
THEO	Theme 1. INTRODUCTORY ELEMENTS. MARKETING, AGRO-FOOD SYSTEM AND BUSINESS ACTIVITY	4	6	1 6/2/2023 7/2/2023	SO1
THEO	Theme 2. CONSUMER, COMPANY, MARKET, MACROENVIRONMENT, VALUE AND MARKETING STRATEGY. Presentation and Programming of the Practices 1 and 2	4	6	1 8/2/2023 9/2/2023	SO2, SO3
THEO	Theme 3. DEMAND, CONSUMPTION AND MARKET. SEGMENTATIONS	2	3	1/2 10/2/2023 13/2/2023	SO4
THEO	Theme 4. INVESTIGATION AND COMMERCIAL FORECAST. MARKETING INFORMATION SYSTEM	2	3	2 14/2/2023	SO4
PRAC	Practice 1. Study and analysis of the agri-food Sector in Europe and Spain Practice 2. Study and analysis of the meat, milk and derivatives and fish subsectors in Spain	2	6	2 15/2/2023 16/2/2023	SO1
THEO	Theme 5. POLICIES, STRATEGIES AND DECISIONS OF PRODUCT (I). VARIABLES AND PRODUCT INSTRUMENTS. Presentation and Programming of the Practices 3 and 4	4	6	2 17/2/2023 20/2/2023	SO5
THEO	Theme 6. POLICIES, STRATEGIES AND DECISIONS OF PRODUCT (II). DYNAMICS AND ADAPTATION. THE DIRECTION FOR PRODUCTS (PRODUCT MANAGER).	4	6	3 21/2/2023 22/2/2023	SO5
THEO	Theme 7. POLICIES, STRATEGIES AND PRICE DECISIONS	4	3	3 23/2/2023 24/2/2023	SO5



PRAC	Practice 3. Study and analysis of the subsector of olive oil and the fruit and vegetable subsector in Spain Practice 4. Study and analysis of Products of Protected Quality and linked to the territory in Spain (PDO, PGI)	2	6	3 27/2/2023 28/2/2023	SO1
THEO	Theme 7. POLICIES, STRATEGIES AND PRICE DECISIONS	4	3	4 1/3/2023 2/3/2023	SO5
<b>1st Partial Evaluation</b>	<b>First Partial Evaluation THEMES 1 TO 6</b>	<b>2</b>		<b>4 3/3/2023</b>	<b>SO1, SO2, SO3, SO4, SO5</b>
THEO	Theme 8.- POLICIES, STRATEGIES AND DISTRIBUTION DECISIONS. Presentation and Programming of the Practices 5 and 6	4	6	4 6/3/2023 7/3/2023	SO5
THEO	Theme 9. POLICIES, STRATEGIES AND DECISIONS OF PROMOTION-IMPULSION-COMMUNICATION	4	6	5 8/3/2023 9/3/2023	SO5
PRAC	Practice 5. Study and analysis of the Value Chain of food products	2	6	5 10/3/2023	SO1 A SO5
THEO	Theme 10. DIRECT MARKETING / ONLINE MARKETING	4	6	5 13/3/2023	SO5
PRAC	Practice 6. Analysis SWOT and Analysis Competitive	2	6	6 13/3/2023	SO4
THEO	Theme 11.- INTRODUCTION TO INTERNATIONAL OR GLOBAL MARKETING AND FOREIGN TRADE. Presentation and Programming of the Practices 7 and 8	4	6	6 14/3/2023 15/3/2023	SO6
PRAC Computer Room	Practice 7. Exercises on demand, markets, brand positioning, and prices determination Practice 8. Making a Marketing-Mix Plan scheme General Review	2	6	6 16/3/2023	SO4, SO5
<b>2nd Partial Evaluation</b>	<b>Second Partial Evaluation THEMES 7 TO 11</b>	<b>2</b>		<b>6 17/3/2023</b>	<b>SO5, SO6</b>
	<b>TOTAL: 146 (hours on-site + not on-site) + 4 h evaluation, in 6 weeks</b>	<b>60 h</b>	<b>90 h</b>	<b>6 Weeks</b>	

## Evaluation

### SUPPORT AND EVALUATION SYSTEM:

The Tutorial Action and the Evaluation System should represent the proposed strategy for the assurance of a good level of global learning within this subject, facilitating students understanding, solving personal problems, solving doubts, providing support components, contrasting the level of learning, etc., which will mean being able to access the competence level and achieving the objectives set out in it. Therefore, to achieve this purpose, a strategy and

activities based on the following operating scheme are proposed:

- A. Initial evaluation at the beginning of the subject.
- B. Tutorial Action throughout the semester of the course.
- C. Personal self-evaluation of knowledge during the delivery throughout the semester.
- D. Continuous evaluation, by partial and global qualification of the subject.

*A. Initial evaluation at the beginning of the subject:* It will consist in the application of a test type test to explore and contrast the previous knowledge and interest of the students before the subjects of the subject. This initial evaluation activity will be complemented by the exchange of opinions and the initial interaction in the presentation of this subject.

*B. Action Tutorial throughout the semester of the subject:* The tutorial action will be proposed, in principle, to provide a personal space or groups with the purpose of helping, redirecting, solving problems, clarifying doubts and generally materializing " the task of facilitator "before students, so they can improve learning. In summary, the option of personal or group tutoring will be provided to clarify doubts or others, every Friday from 9 a.m. to 12 a.m. (normal schedule of marketing tutoring) and will include advising on the understanding of concepts, definitions and theoretical contents, clarification of doubts and resolution of exercises, etc. The possibility of using ICT to conduct virtual tutorials (for example, via email or via videoconference) will be negotiated in class.

*C. Personal self-evaluation of knowledge during the teaching throughout the semester:* This evaluative activity will consist of the proposal of a series of questions or test items, which the student will respond to the achievement of each theoretical topic of the subject, with the objective essential to evaluate the understanding of concepts, definitions and different contents of each subject, and thus be able to self-assess the level of learning achieved, and at least, go back, clarify doubts with or without the participation of the teacher.

*D. Continuous evaluation, by partial, and global qualification of the subject:*

- Collection of information for the evaluation: The practical work will be carried out by groups, and the work of the internships will be collected, and the evaluation tests (exams) will be carried out within the deadline and date agreed with the students.
  - Regarding the partial evaluation tests, they will consist of a first part with a test-type test, a second part of short questions and a third part of problem solving or exercises. 2 partial evaluation tests are proposed (see the table of activities planning in time).
  - The criteria that will be used in% of weighting, to globally qualify the learning acquired by the students, are:
- |  |            |
|--|------------|
| • Tests of knowledge evaluation, thematic comprehension, concepts, characteristics and variables, etc., which will be the test type tests and short questions cited (partial 1 and 2)..... | <b>60%</b> |
| • Practical activities, Case studies, and subsector analysis.....  | <b>30%</b> |
| • Evaluation of active participation and attitude in class attendance.....   | <b>10%</b> |

NOTE: In spite of everything that is expressed in the previous global qualification scheme, the teacher, who will explain and discuss the same with the group of students of the subject, will be able to modify it depending on the debate, the teaching progress and the achievement of the objectives.

## Bibliography

### Basic Bibliography

1. Caldenty P., Briz J., Haro T., Titos (1994).- **MARKETING AGRARIO**. 212 pag. Ed. Mundi Prensa, 2ª ed., Madrid.
2. Caldenty P. (1986).- **COMERCIALIZACIÓN DE PRODUCTOS AGRARIOS**. 242 pag. Ed. Agrícola española. Madrid.
3. Colom Gorgues A. (2006).- **MARKETING AGROALIMENTARIO: UNAS DEFINICIONES Y CONCEPTOS BÁSICOS**. Universitat de Lleida. CD-ROM, libro electrónico.
4. Kotler PH., Lane K. (2006). **DIRECCIÓN DE MARKETING**. 12ª edición, 775 pág. Ed. Prentice Hall, Pearson Educación Madrid 2006.
5. Santesmases Mestre M. (2012).- **MARKETING. CONCEPTOS Y ESTRATEGIAS**. 6ª Ed., 1.103 pag.

Ed. Pirámide. Madrid.

## Complementary Bibliography

1. Colom Gorgues A. (2015). **GUÍA BÁSICA Y EJERCICIOS PRÁCTICOS PARA LA GESTIÓN EMPRESARIAL. APLICACIÓN MULTISECTORIAL.** Ediciones y publicaciones de la Universidad de Lleida, colección Eines nº 79, 686 pag.
2. Ortega E. (1990).- **MANUAL DE INVESTIGACIÓN COMERCIAL.** . Ed. Pirámide. Madrid.
3. Rodríguez Barrio J.E., Rivera L.M., Olmeda M. (1985).- **GESTIÓN COMERCIAL DE LA EMPRESA AGROALIMENTARIA.** 260 pag. Ed. Mundi Prensa. Madrid.
4. Romero López C. (1993).- **TÉCNICAS DE GESTIÓN DE EMPRESAS.** Ed. Mundi Prensa- CEPADE. Madrid.
5. Rivera Vilas L.M. (1995).- **GESTIÓN DE LA CALIDAD AGROALIMENTARIA.** Editorial Mundi Prensa. 139 pág. Madrid.