

SCHOOL	FACULTY OF ENVIRONMENT		
ACADEMIC UNIT	FOOD SCIENCE AND TECHNOLOGY		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	FST305	SEMESTER	3
COURSE TITLE	FOOD MARKETING		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercise, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures	3		
Total	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>General background, special background, specialised general knowledge, skills development</i>	General Background		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes (in Greek)		
COURSE WEBSITE (URL)			

LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

Upon successful completion of the course, the student will be able to:

- Describe the meaning and philosophy of marketing
- Comprehend the concept of marketing and the concept of market
- Understand the importance of planning and marketing strategies
- Describe the information system and marketing research
- Identify and express the consumer buying behavior
- Perceive market segmentation

- Understand product strategies

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking

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Others...
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- General skills
- Adaptation to new situations.
- Decision making.
- Autonomous work.
- Teamwork
- criticism and self-criticism.
- Promotion of free, creative and inductive thinking.
- Search, analysis and synthesis of data and information, in order to implement theory in practice

SYLLABUS

Theoretical Part of the Course

Introduction, discovering food consumption, quality management, nutritional risk and food chain, understanding the consumer: information processing, the purchase and consumption of products, the use of research tools for diagnosis and monitoring of food markets, how to build a marketing strategy in the industry food products, food product management, branding and innovation, food promotion and communication.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face		
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of information technology on data collection and information, in teaching and communication. Communication with students via web, e-mail, e-class and online folder sharing options etc.		
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i>	Activity	Semester workload	
	Lectures	117	

<p>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</p> <p>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</p>	Total contact hours and training	117	
<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Evaluation procedure performed in Greek.</p> <p>Written examination in matters of graded difficulty, which include a) text development, b) comprehension questions.</p>		

Performance Statistics of the last 2years			
Grade (descending order)	absolute frequency	relative frequency %	sum of success rates per class
FOOD COMPANIES MARKETING			
10	36	18%	18%
9	13	6%	24%
8	28	14%	38%
7	39	19%	57%
6	86	43%	100%
	202	100%	