

Tárgytematika / Course Description Agromarketing I.

MENB_AVTA045

Tárgyfelelős neve /

Teacher's name: Miklósné dr. Varga Anita

Félév / Semester: 2023/24/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

In the context of the subject titled Agricultural Marketing I, the connections between marketing and agricultural marketing, as well as the basic concepts of the market and their possible agricultural specialties will be discussed. In the framework of the subject, students get to know the elements of the marketing mix, focusing on their agricultural characteristics, and also study the development and implementation of the marketing strategy of agricultural enterprises.

TANTÁRGY TARTALMA / DESCRIPTION

1. Description of the system of requirements and thematics
2. Introduction to Agricultural Marketing
3. The market and its categories
4. Food consumer behavior
5. Organizational markets and purchasing behavior
6. Market analysis: market segmentation, selection of target markets, market positioning
7. The most important connections of the product strategy
8. Pricing policy
9. The sales channel
10. Marketing communication I.
11. Marketing communication II.
12. market research
13. Semester assessment (ZH) and evaluation of the semester's work
14. Examination consultation, replacements

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

The prerequisite for obtaining a course signature is participation in lectures, practicals, moreover, for students participating in correspondence education attending the consultations is also mandatory. Furthermore, for all students, the completion of the written exam (ZH) at least at a sufficient level is necessary. Any full-time or correspondence student who does not attend at least 50% of the lectures, practicals, and consultations will automatically be disqualified from receiving a course signature. The current set of requirements and permitted absences will be explained during the first lecture.

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

1. Marketing educational material in the MOODLE system

2. Fehér I. – Horváth Á. (2018): Agricultural Product Marketing Gödöllő, ISBN 978-963-269-725-3

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL

1. László Józsa: Marketing strategy, Közgazdasági és Jogi Publisher, 2003