

## International Master in

# AGRO-FOOD MARKETING (15<sup>th</sup> edition)

Zaragoza (Spain), 28 September 2015 – 3 June 2016  
September 2016 – June 2017

### 1. Objectives

Agro-food marketing, in constant evolution, plays a vital role in the outcome and the coordination of business policies and management processes within the agro-food system.

The development of the Mediterranean region has been limited by inappropriate marketing structures for agricultural and food products. The lack of up-to-date information about modern marketing techniques, both in the food industries and in the public sector, has been one of the causes of this limitation. Therefore the training of specialists in the topic acquires greater importance.

The Master presents a global and integrated vision of the components of agribusiness marketing and the traditional markets of agricultural commodities, placing special emphasis on the international dimension of strategies.

The Master enables participants to:

- Become acquainted with the theoretical and practical elements of agro-food marketing, from commodities to end products.
- Apply the most updated quantitative methods in data collection and analysis.
- Acquire experience in the analysis and design of marketing plans implemented by agro-food firms.
- Develop the skills to work in a multidisciplinary group.
- Participate in a valuable international experience through the exchange between lecturers and participants from more than 20 countries.
- Be introduced into research, critically applying acquired knowledge, capacities and abilities to the treatment of problems related with agro-food marketing within the scope of the public and private sectors.

### 2. Organization

The Master is organized by the Mediterranean Agronomic Institute of Zaragoza of the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM). Successful completion of the whole programme will lead to the Master of Science Degree, equivalent to the official Master Degree in Spain.

The Master is developed over two academic years on a full time basis [120 credits, following the European Credit Transfer System (ECTS)] and is structured in two parts.

The first part of the Master (60 ECTS) is professionally oriented and comprises lectures, practicals, case studies, supervised individual and group work as well as technical visits. This part will be held at the IAMZ from 28 September 2015 to 3 June 2016, in three terms, with lecturers of renowned experience from research centres, universities, administration services and firms from different countries.

The second part of the Master (60 ECTS) constitutes a period of initiation to research in which participants work on the Master of

Science Thesis. This part will begin from September 2016 onwards and will last 10 months in which research work will be conducted followed by the elaboration of the thesis, that must be publicly defended and approved by an international examining board.

Participants may, if they wish, complete only the first part of the Master, that constitutes a postgraduate specialization course.

### 3. Diplomas

CIHEAM will award the **Postgraduate Specialization Diploma** to those participants who have passed the necessary examinations and have obtained 60 ECTS taking the full first part of the Master.

Participants who have passed the first part of the Master with a grade of 70 or more out of a maximum of 100 may opt, once an experimental protocol has been presented and accepted, to the **Master of Science Degree**. The State of Spain has awarded this degree the equivalence with the official Master Degree of the Spanish university system.

### 4. Academic organization

The first part of the Master is held in three terms, with morning and afternoon sessions. This part is made up of complementary but independent units so that participants may attend, if they wish, only one or several units. Point 9 shows credits awarded to each unit.

This part requires personal work and interaction among participants and with lecturers, its international characteristics favouring the exchange of experiences and points of view. Formal lectures are complemented by round table discussions, case studies, practicals and visits to firms and institutions belonging to the agro-food sector.

Throughout this first part, participants prepare, through team work, a market research project in one of the firms collaborating with the programme. The project is to study the possible solutions to the marketing problems set forth by these firms, in order to apply the teaching and techniques presented in the lectures to a defined market situation. The project will be carried out mainly during the second and third terms.

During the second part of the Master, participants prepare the Thesis required for being awarded the Master of Science Degree in a second academic year, once the candidate has been admitted, having reached the minimum qualification required in the first part of the Master, and upon approval of a work protocol presented under the supervision of the thesis tutor. The experimental work for the elaboration of the thesis will be carried out in institutions collaborating with IAMZ, for a period of 10 months, under the direction of a tutor who should be a doctor of renowned experience.

The Master's website offers detailed information about the different aspects of the programme (<http://masters.iamz.ciheam.org/en/agrofoodmarketing>).

## 5. Admission

The first part of the Master is designed for a maximum of 30 participants complying with the following conditions:

- University degree, preferably in agronomy, economics, business administration, food science or other related degrees. Preference will be given to candidates who also have professional experience.
- Sound knowledge of economics and quantitative methods.
- Knowledge of Spanish, which will be the working language. Given the diverse nationalities of the teaching staff, simultaneous interpretation into Spanish will be provided. However, knowledge of English and French will be considered in the selection of candidates, since bibliographical material may be distributed in any of the three languages. The IAMZ organizes an intensive Spanish language course starting in July for those who require it.

## 6. Registration

Application forms may be obtained from:

Instituto Agronómico Mediterráneo de Zaragoza  
Avenida de Montaña 1005, 50059 Zaragoza (Spain)  
Tel: +34 976 716000 - Fax: +34 976 716001  
e-mail: iamz@iamz.ciheam.org  
Web: www.iamz.ciheam.org

Candidates should send the completed application form to the above address accompanied by:

- Application form
- *Curriculum vitae*, stating university degree, experience and professional activities
- Transcript of records (courses undertaken, with grades achieved)
- Certificates of language knowledge
- Reasons for applying to the Master

The deadline for the submission of applications from non-Spanish candidates is 4 May 2015.

The first deadline for the submission of applications from Spanish candidates and European candidates with knowledge of Spanish is 30 June 2015. Candidatures presented by this deadline will have preference. The second deadline will be 15 September 2015.

Applications from those candidates who cannot present their complete records when applying, or those requiring authorization to attend the programme, may be accepted provisionally.

Registration fees for each academic year of the Master amount to 2900 euro. This sum covers tuition fees only. For candidates wishing to partially attend the first part of the Master, the fees will be calculated on a *pro rata* basis.

## 7. Scholarships

Candidates of any nationality may apply for full or partial registration fee scholarships.

Candidates from CIHEAM member countries (Albania, Algeria, Egypt, France, Greece, Italy, Lebanon, Malta, Morocco, Portugal, Spain, Tunisia and Turkey) may also apply for scholarships covering the cost of travel and full board accommodation in the Hall of Residence on the Aula Dei Campus. Candidates from other countries who require financial support should apply directly to other national or international institutions.

## 8. Insurance

It is compulsory for participants to have medical insurance valid for Spain. Proof of insurance cover must be given at the beginning of the Master. Those who so wish may participate in a collective insurance policy taken out by the IAMZ, upon payment of the stipulated sum.

Registration fees include accident insurance cover.

## 9. Structure and contents of the first part of the Master

### 1. INTRODUCTION TO AGRICULTURAL MARKETS

### 2. AGRICULTURAL MARKET ANALYSIS

#### 2.1. Supply, demand and prices of agricultural products (5 ECTS)

##### 2.1.1. Production functions and costs

- 2.1.2. Medium and long-term supply
- 2.1.3. Estimation of elasticities
- 2.1.4. Theoretical background of demand
- 2.1.5. Properties of demand functions and empirical analysis of demand
- 2.1.6. Agricultural price discovery and determination
- 2.1.7. Price differences in space and time
- 2.1.8. Marketing margins

### 2.2. International trade and modelling of agricultural products (5 ECTS)

- 2.2.1. Economic factors conditioning international trade
- 2.2.2. Agro-food policies on international trade
- 2.2.3. Main elements for the development of agro-food international trade
- 2.2.4. Information and communication systems and data management
- 2.2.5. Information systems management of agro-food marketing data
- 2.2.6. Structural development of econometric models
- 2.2.7. Supply, demand and price modelling of agricultural commodities
- 2.2.8. Validation of econometric models

### 3. AGRO-FOOD MARKET STRUCTURE AND POLICIES (8 ECTS)

#### 3.1. The agro-food system and its institutions

- 3.1.1. Agro-food chains as main components of agro-food systems sustainability
- 3.1.2. Methods of analysis of the agro-food chain
- 3.1.3. Agro-food systems and chains in different countries
- 3.1.4. Globalization components in agro-food markets
- 3.1.5. Impacts of globalization on the agro-food system
- 3.1.6. Strategies of different agents within the context of globalization
- 3.1.7. Public and private institutions in agricultural markets
- 3.1.8. Market organization and agricultural associationism
- 3.1.9. Futures markets
- 3.1.10. Different institutional approaches in developing countries
- 3.1.11. The role of professional and interprofessional associations in the agro-food system of developing countries
- 3.1.12. Case studies of developing countries

#### 3.2. Agro-food policy

- 3.2.1. Agricultural policy mechanisms
- 3.2.2. Evolution of the CAP
- 3.2.3. Current issues of concern in agricultural policies
- 3.2.4. Current trends in food policies
- 3.2.5. Food safety
- 3.2.6. Cost-benefit analysis of the implementation of food policies

### 4. MARKETING AND MARKET RESEARCH (9 ECTS)

#### 4.1. Consumer behaviour and market research

- 4.1.1. The marketing concept
- 4.1.2. Evolution of agro-food marketing
- 4.1.3. New trends in agro-food marketing
- 4.1.4. Consumer behaviour
- 4.1.5. Consumer behaviour patterns in food demand
- 4.1.6. Consumer lifestyles
- 4.1.7. Concept and methodology of market research
- 4.1.8. Techniques for obtaining information
- 4.1.9. Information analysis and interpretation techniques

#### 4.2. Survey analysis and multivariate techniques in market research

- 4.2.1. Design and execution of sampling plans
- 4.2.2. Elaboration of questionnaires
- 4.2.3. Survey analysis
- 4.2.4. Classification of multivariate analysis techniques
- 4.2.5. Factorial, cluster, discriminate and conjoint analysis
- 4.2.6. Non-metric multidimensional scaling
- 4.2.7. Choice experiment

### 5. PROGRAMMING THE MARKETING MIX (8 ECTS)

#### 5.1. Product and pricing policies

- 5.1.1. Objectives and dynamics of pricing policies
- 5.1.2. Product decisions
- 5.1.3. New product development
- 5.1.4. Pricing objectives and policies
- 5.1.5. Pricing strategy in the marketing mix

#### 5.2. Promotion, distribution and logistics of food products

- 5.2.1. Generic advertising and promotion of agro-food products
- 5.2.2. Decisions in generic advertising
- 5.2.3. Promotion evaluation methods
- 5.2.4. Advertising and promotion of branded food products
- 5.2.5. The brand concept
- 5.2.6. Brand management
- 5.2.7. Brand development strategies
- 5.2.8. Food distribution and supply chain management
- 5.2.9. Marketing channels of agro-food products
- 5.2.10. Strategies in the choice of marketing channels for agro-food products
- 5.2.11. Decision-making in distribution policies



- 5.2.12. E-marketing and communication
  - 5.2.13. The logistics system
  - 5.2.14. Supply chain integration
  - 5.2.15. Use of logistics as a factor of competitiveness
- 6. MARKETING STRATEGIES IN INTERNATIONAL MARKETS**
- 6.1. Marketing strategy and control (4 ECTS)**
- 6.1.1. Strategic marketing
    - 6.1.1.1. The marketing planning process
    - 6.1.1.2. SWOT analysis
    - 6.1.1.3. Setting objectives and strategy development
  - 6.1.2. Innovation of the food industry
    - 6.1.2.1. Innovation processes in agro-food firms
    - 6.1.2.2. Factors of success in the development of new products
    - 6.1.2.3. Business organization for innovation
  - 6.1.3. Sales organization
    - 6.1.3.1. Sales management
    - 6.1.3.2. Motivation of the sales force
    - 6.1.3.3. Setting of objectives and motivation for the members of the sales force
- 6.2. International marketing and case studies of firms (6 ECTS)**
- 6.2.1. Overview of international agricultural commodity markets
  - 6.2.2. Determining factors of competitiveness in agricultural commodity exports
  - 6.2.3. Marketing strategies for exports of agricultural commodities
  - 6.2.4. Main trends in the international marketing of branded products
  - 6.2.5. Business and marketing perspectives for food products
  - 6.2.6. Strategies in international food marketing
  - 6.2.7. Case studies of firms
    - 6.2.7.1. Phases in the development of the food industry
    - 6.2.7.2. Planning, application and control of marketing programmes
    - 6.2.7.3. Analysis of success and failure in multinational firms
  - 6.2.8. Simulation of markets and business strategies
- 7. MARKETING PROJECT (15 ECTS)**

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## LECTURERS PARTICIPATING IN THE 2013-14 EDITION OF THE FIRST PART OF THE MASTER

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|--|---|
| L.M. ALBISU, CITA-GA, Zaragoza (Spain)                       | C. HUBBARD, Newcastle Univ. (UK)                        |
| F. ALFNES, Norwegian Univ. of Life Sciences, Aas (Norway)    | H. KAISER, Cornell Univ., Ithaca (US)                   |
| M. ALTMANN, Co Concept, Leudelange (Luxembourg)              | P. LE GRUSSE, IAM Montpellier (France)                  |
| S. BHUYAN, Rutgers Univ., New Jersey (US)                    | R. LOPEZ, Univ. Connecticut (US)                        |
| D. BLANDFORD, Pennsylvania State Univ., University Park (US) | R. MUELLER, Univ. Kiel (Germany)                        |
| J. BRIZ, Univ. Politécnica Madrid (Spain)                    | R. NAYGA, Univ. Arkansas, Fayetteville (US)             |
| J. CALATRAVA, IFAPA, Granada (Spain)                         | M. NESS, Newcastle Univ. (UK)                           |
| J. CASWELL, Univ. Massachusetts (US)                         | G. PHILIPPIDIS, IPTS, Seville (Spain)                   |
| S. CHALLINOR, Newcastle Univ. (UK)                           | J.A. RAMOS, Avante Marketing y Medios, Zaragoza (Spain) |
| P. GARCIA, Univ. Illinois, Urbana (US)                       | C. REVOREDO, Scotland's Rural College, Edinburgh (UK)   |
| G. GIRAUD, Agrosup Dijon (France)                            | R. ROGERS, Univ. Massachusetts (US)                     |
| M. GÓMEZ, Cornell Univ., Ithaca (US)                         | J. ROOSEN, Technische Universität München (Germany)     |
| R.E. GOODHUE, Univ. California, Davis (US)                   | P. ROSSON, Texas A&M Univ., College Station (US)        |
| A. GRACIA, CITA-GA, Zaragoza (Spain)                         | J.M. SELTZER, Corporate Resource Inc., Minnesota (US)   |
| I. GRANDE, Univ. Pública Navarra, Pamplona (Spain)           | R. TIFFIN, Univ. Reading (UK)                           |
| R. HAMIMAZ, IAV Hassan II, Rabat (Morocco)                   | R. WESTGREN, Univ. Missouri, Columbia (US)              |
| M. HENCHION, Ashtown Food Research Centre, Dublin (Ireland)  |   |
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See updated information at

<http://masters.iamz.ciheam.org/en/agrofoodmarketing>



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