



UNIVERSITATEA DE ȘTIINȚE AGRICOLE ȘI MEDICINĂ VETERINARĂ CLUJ-NAPOCA

Calea Mănăstur 3-5, 400372, Cluj-Napoca

Tel: 0264-596.384, Fax: 0264-593.792

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No. _____ of _____

USAMV form 0704010108

SUBJECT OUTLINE

1. Information on the programme

1.1. Higher education institution	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
1.2. Faculty	Food Science and Technology
1.3. Department	Food Science
1.4. Field of study	Food Engineering
1.5. Education level	Post graduate
1.6. Specialization/ Study programme	Food Quality Management
1.7. Form of education	Full time

2. Information on the discipline

2.1. Name of the discipline	Food marketing (retails, catering) and consumer protection (Marketing alimentară și protecția consumatorului)							
2.2. Course coordinator	Sl.Ph-D. Lucian Cuibus							
2.3. Seminar/ laboratory/ project coordinator	Sl.Ph-D. Lucian Cuibus							
2.4. Year of study	1	2.5. Semester	2	2.6. Type of evaluation	Summative	2.7. Discipline status	Content ²	DD
							Compulsoriness ³	DI

3. Total estimated time (teaching hours per semester)

3.1. Hours per week – full time programme	2	out of which: 3.2. lecture	1	3.3. seminar/ laboratory/ project	1
3.4. Total number of hours in the curriculum	28	Out of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Distribution of the time allotted					hours
3.4.1. Study based on book, textbook, bibliography and notes					30
3.4.2. Additional documentation in the library, specialized electronic platforms and field					30
3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays					25
3.4.4. Tutorials					20
3.4.5. Examinations					8
3.4.6. Other activities					9
3.7. Total hours of individual study	122				
3.8. Total hours per semester	150				
3.9. Number of credits ⁴	6				

4. Prerequisites (is applicable)

4.1. curriculum-related	Food chemistry,
4.2. skills-related	Bachelor diploma or equivalent Certificate of language competence (english)

5. Conditions (if applicable)

5.1. for the lecture	The course is interactive, students can ask questions regarding the content of lecture. Academic discipline requires compliance with the start and end of the course. We do not allow any other activities during the lecture, mobile phones will be turned off.
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laboratory materials (made available in the book that describes the laboratory work). Academic discipline is imposed throughout the course of practical works.

6. Specific competences acquired

P r o f e s s i o n a l c o m p e t e n c e s	<p>Interpretation of the legislation in the field of food industry as well as of the basic notions of management and marketing, for the strict observance of the principles of human nutrition and of the regulations in force regarding food additives;</p> <ul style="list-style-type: none"> - Realization of a management or marketing project with application in the food industry - Objective evaluation of the way of elaboration and application of the marketing strategy;
T r a n s v e r s a l c o m p e t e n c e s	<ul style="list-style-type: none"> - Applying strategies of perseverance, rigor, efficiency and responsibility in work, punctuality and taking responsibility for the results of personal activity, creativity, common sense, analytical and critical thinking, problem solving, etc., based on the principles, norms and values of the code of professional ethics in the food field.

7. Course objectives (based on the list of competences acquired)

7.1. Overall course objective	The object of the study discipline is the acquisition by the students of the necessary knowledge of Food marketing (retails, catering) and consumer
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7.2. Specific objectives	<p>practice, the formation of some skills specific to the market actions.</p> <p>To be able to understand the resorts that determine the consumer's act of purchase</p> <p>To understand the evolution of the markets at national and European level</p> <p>To recognize and elaborate the elements of the marketing mix</p> <p>Develop a marketing research plan</p> <p>To be able to make a marketing plan</p>
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8. Content

8.1. LECTURE Number of hours –14	Teaching methods	Notes
Introduction to Marketing	Lecture	2
Principles of Marketing		2
Consumer Behavior		2
Marketing Research		2
Marketing Communications		2
Marketing and distribution principles		2
Principles of Customer Service		2
International Marketing		2
8.2. PRACTICAL WORK Number of hours –14	Theoretical presentation of practical works	1 lab work (2 hours / work)
1. The concept of management, management approaches	practical works	1
2. Management functions	practical works	1
3. Human resources management	practical works	1
4. Decision, methods of management and substantiation of decisions	practical works	1
5. The enterprise as an object of management	practical works	1
6. Enterprise strategy and policy	practical works	1
7. Marketing management	practical works	1
8. Marketing- general considerations.	practical works	1
Market.Competition		
9. Marketing mix. Agri-food product and innovative products	practical works	1
10. Marketing mix. Price of agri-food products	practical works	1
11. Marketing mix. Placement of agri-food products	practical works	1
12. Marketing mix. Promotion of agri-food products	practical works	1
13. Marketing information and research. Methods and techniques of gathering information	practical works	1
14. Presentation of the projects	Presentations	1
Compulsory bibliography: <ol style="list-style-type: none"> Kotler, PH., Managementul marketingului / Kotler ; trad. de Smaranda Nistor. - Ediția a 3-a. - București : Teora, 2002. URBAN, G.L., HAUSER, J.R. (1993) <i>Design and marketing of new products</i>, 2nd edition, Englewood Cliffs, Prentice Hall Becker, T., 1998, <i>Lebensmittelmarketing</i> (WS 1998/1999), Universitat Hohenheim Hehoe, D.F. (1995) <i>The Fundamentals of quality management</i>, Chapman and Hall, London 		



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6. MEPHAM, T. B. (2000) *The role of food ethics in food policy*. Proceedings of the Nutrition Society, 59, pg. 609-618.
7. Froman B. – “Manualul Calității”, Ed. Tehnică, București, 1998.
8. Multon J.L. – “La Qualite Des Produits Alimentaires”, Technique & Documentation – Lavoisier, 1994
9. Apostu, S., Naghiu, Al., Vasquez, J-L., Managementul calitatii in industria alimentara, 2007
10. MURRAY, J.(2002) *Consumer information and participation in interactive communication with consumers on food safety, risks and food quality*, Pan European Conference on Food Safety and Quality, Budapest

NICULESCU N.I. (1972) *Tehnici și metode moderne în diversificarea produselor alimentare*, Editura Ceres, București

Optional bibliography:

Moraru Gh.– Fascinația Calității Produselor Agricole, Ed. Dacia, 1998.

Bautista, R. 1990, Price and trade policies for agricultural development, *The World Economy*, 13 (1), 89-109

Carter, M. & Mesbah,. 1993. Can land market reform mitigate the exclusionary aspects of rapid agro-export growth? *World Development*, 27 (7). July.

Maxwell, S. 1996. Food security: a post-modern perspective. *Food Policy*. 21 (2): 155-170.

* * * , Food Marketing Institute., 1989. *A program to ensure food safety in the supermarket -- the hazard analysis critical control point system*. Washington, DC.

European Commission 1996. Instability of world markets. *Topic Paper 4*. Solagral.

9. Corroborating the course content with the expectations of the epistemic community representatives, of the professional associations and of the relevant stakeholders in the corresponding field

In order to identify ways to modernize and continuously improve teaching and course content, with the latest topics and practical issues, teachers participate in annual meetings of various organizations and professional societies, where they meet with farmers and other economic agents, being debated current and perspective aspects of the existing trends in Romania and Europe

10. Assessment

Type of activity	10.1. Assessment criteria	10.2. Assessment methods	10.3. Percentage of the final grade
10.4. Lecture	Knowing the motivations and limitations in the purchase decision Factors that influence the acceptance or rejection of a product on the market Elaboration of a complete agricultural product as well as the completion of the marketing mix Knowing the types of information and the ways of elaborating a questionnaire	Oral examination	60%
10.5. Seminar/Laboratory	Preparing and launching a new product Marketing plan for the entire activity	2 examinations	40%
10.6. Minimum performance standards			
Carrying out a marketing study; Mastery of scientific information transmitted through lectures and practical papers at an acceptable level. Obtaining the passing grade for the ongoing checks is a condition of passability.			
Course: Minimal standards: Admitted			
Seminars: Minimal standard: mark 5			

¹ Education levels- choose of the three options: Bachelor/* Master/Ph.D.

² Discipline status (content)- for the undergraduate level, choose one of the options:- **FD** (fundamental discipline), **BD** (basic discipline), **CS** (specific disciplines-clinical sciences), **AP** (specific disciplines-animal production), **FH** (specific disciplines-food hygiene), **UO** (disciplines based on the university's options).

^{3/} Discipline status (compulsoriness)- choose one of the options – **CD** (compulsory discipline) **OD** (optional discipline) **ED** (elective discipline).

⁴ One credit is equivalent to 25-30 hours of study (teaching activities and individual study).

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Filled in on
8.09.2021

Course coordinator
Sl.Ph-D. Lucian Cuibus

Laboratory work/seminar coordinator
Sl.Ph-D. Lucian Cuibus

Subject coordinator
Sl.Ph-D. Lucian Cuibus

Approved by the
Department on 22.09.2021

Head of the Department
Prof. Ph-D. Ramona Suharoschi

Dean
Prof. Ph-D. Elena Mudura

Approved by the
Faculty Council on
28.09.2021