

Ministry of Higher Education and Scientific research



Department of Food Technology

College of Agricultural Engineering Sciences

University of Salahaddin - Hawler

Subject: Food Marketing

Course Book – (Year 2), Second Semester

Lecturer's name: Dr. Rebaz Aswad Mirza Koy

Academic Year: 2023/2024

Course Book

1. Course name	Food Marketing
2. Lecturer in charge	Dr. Rebaz Aswad Mirza Koy
3. Department/ College	Food Technology Department College of Agricultural Engineering Sciences Salahaddin University
4. Contact	e-mail: rebaz.mirza@su.edu.krd ; rebazaswad@gmail.com Tel: +9647504703476
5. Time (in hours) per week	2 hours
6. Office hours	Sunday 10:30-12:30
7. Course code	AFT207
8. Teacher's academic profile	PhD (Biological Sciences) In 2017, Food Safety and Quality
9. Keywords	Marketing, Business, Consumer, Food quality, Brands
10. Course overview:	Marketing today is more complex because consumers are using a wide range of different tools to receive the message. This course (Food Marketing) are focusing on What is the meaning of marketing? Why is marketing the most important thing in your business? Ever tried to run a business without customers? What is the benefits of food marketing? The key to success is getting the message that the business exists across effectively to the target consumers. Marketing is the tool used to achieve this. The challenge is defining what the message is that should be promoted to consumers.
11. Course objective:	Marketing meaning, Food marketing definition, The benefits of marketing, Marketing Strategy, Type of marketing, Difference in marketing between agricultural and manufacture goods, Food Brands and Marketing cost.
12. Student's obligation	<ul style="list-style-type: none"> - Regular attendance is required according to the university rules. - The use of mobile phone during the class is prohibited. - Only the students who are officially enrolled can attend the class, guests and children are not admitted. - Daily participation and conducting assignments are required.
13. Forms of teaching	Teaching Methods-Self Study-Word Microsoft – Power point presentation – Data show – White board
14. Assessment scheme	Students are assessed depending on their exam results. Marks are given on the basis of students' performance in the exams as follows: 1. First monthly exam 15%

2. Second monthly exam 15%

3. Quiz 10%

3. Final exam 60%

Total average: 40 + 60 =100 % marks

15. Course Reading List and References:

- Stanley, J. and Stanley L. 2015. Food tourism: A practical marketing guide. Library of Congress Cataloging-in-Publication Data. The British Library, London, UK.
- McGinnis J. M., Gootman J. and Vivica, I. K. 2006. Food Marketing to Children and Youth. Washington, DC.
- Lindgreen A., Hingley K. and Vanhamme J. 2009. The Crisis of Food Brands. Sustaining Safe, Innovative and Competitive Food Supply. Food and agricultural marketing. British Library Cataloguing in Publication Data.

17. The Topics:

- 1- Introduction on Marketing
- 2- Marketing meaning, Farm's marketing, Agricultural marketing, Food marketing
- 3- The benefits of marketing and marketing strategy
- 4- The key to select the right marketing and advertising media
Also types of consumers will be presented
- 5- Marketing terminology and approaches
The "Four Ps" of Marketing
- 6- Branding and advertising
- 7- Consumer and trade Promotions
- 8- Market segmentation and target markets
- 9- Marketing Research
- 10- Type of markets
- 11- Differences in marketing of agricultural and manufacture's goods
- 12- Food Markets: Characteristics of Food Products and Production and also the problems are introduced by the characteristics of agricultural production
- 13- Localization and the types of Localization
- 14- Marketing cost

Lecturer's name

Dr. Rebaz Aswad
Each teaching week is
2 hrs

18. Practical Topics (If there is any)

19. Examinations:

Some kind of examination

Q1) Give the reasons of the following

Q2) Define the following terms

Q3) Enumerate

Q4) True or false, if false correct the sentence to make it true

Q5) Write types of localization

Q6) Question of marketing cost

20. Extra notes:

Here the lecturer shall write any note or comment that is not covered in this template and he/she wishes to enrich the course book with his/her valuable remarks.

21. Peer review

پیداچونہوہی ھاوہل

This course book has to be reviewed and signed by a peer. The peer approves the contents of your course book by writing few sentences in this section.

(A peer is person who has enough knowledge about the subject you are teaching, he/she has to be a professor, assistant professor, a lecturer or an expert in the field of your subject).

ئەم كۆرسىبووكە دەبىتت لەلایەن ھاوئىكى ئەكادىمىيە سەير بىكرىت و ناوئروكى بابەتەكانى كۆرسەكە پەسەند بىكات و جەند ووشەيك بنووسىت لەسەر شىاوى ناوئروكى كۆرسەكە و واژووى لەسەر بىكات. ھاوئى ئەو كەسەيكە كە زانىارى ھەبىت لەسەر كۆرسەكە و دەبىتت پلەى زانستى لە مامۇستا كەمتر نەبىت.