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**Department of Food Technology**

**College of Agricultural Engineering Sciences**

**University of Salahaddin-Erbil**

**Subject:** **marketing**

**Course Book – *3RD* Stage (First semester)**

**Lecturer's name: sherwan jalil ahmed**

**Academic Year: 2022/2023**

**Course Book**

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| **1. Course name** | Food Plant Engineering | |
| **2. Lecturer in charge** | **Sherwan Jalil Ahmed** | |
| **3. Department/ College** | **Horticulture / College of Agriculture** | |
| **4. Contact** | **e-mail: sherwan.ahmed1@su.edu.krd**  **Tel: (optional): 009647504528240** | |
| **5. Time (in hours) per week** | **Theory: 4**  **Practical: 3** | |
| **6. Office hours** | **Every day without Saturday it is off** | |
| **7. Course code** |  | |
| **8. Teacher's academic profile** | I were assistant researcher for Four Years from College of administration and economics, , University of Salahaddin-Erbil.  BA in Economics, Faculty of Business and Economics, University of Salahuddin, 2007-2008.  Master of Agricultural Economics, Faculty of Commerce, Mansoura University, 2014.  Now Iam assistant Lecture, College of Agriculture, University of Salahaddin-Erbil.  I got these certificates in my academic life and now has a joint research with my colleague, I have publish about The role of agricultural development to fill the food gap in the Kurdistan region. And surveillance obligations and the preparation of lectures for students of the All Steps phase. | |
| **9. Keywords** | Marketing, Business, Consumer, Food quality, Brands | |
| 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. | | |
| **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**   1. Attendance is required and will influence course grade. 2. **Silent your mobile or turned off will be better** in class 3. All graded assignments, quizzes, and exams will be returned to students. 4. The course is graded on an absolute grading policy. 5. **Quizzes:** In-class quizzes (typically10-15 minutes) will be one problem or several conceptual questions given at the beginning of the lecture. The material covered on the quiz will come from the previous lectures, homework. The quiz will be closed books and notes. Every week in previous class 6. **Exams:** One Mid-term and Final exams will be given during the semester. The exams will be closed books and notes. | | |
| **13. Forms of teaching**  White board, Data show, Youtube and visit the food manufacture in Erbil | | |
| **14. Assessment scheme**   1. Mid-term exam 100 points (10 +5) 2. Mid-term exam (Practice) 100 points (35) 3. Final exam 100 points (50) | | |
| **15. Student learning outcome:**   1. The basic principles of mass and energy balances and able to apply them in food processing. 2. The basic concepts of psychometrics and types of evaporation 3. How to deal with the charts of enthalpy or refrigeration cycle system. 4. Principles of refrigeration. Be able to identify the major components of a refrigeration system and conduct refrigeration calculations. 5. Different freezing systems and predict freezing time.   Principles of psychometrics’. Be able to use a psychrometric chart and mathematical equations to identify and calculate different properties of air-water vapor mixtures. | | |
| **16. Course Reading List and References‌:**   * Singh, R. P., and Heldman, D. R. (2001). Introduction to Food Engineering. * Smith Je M. Van Ness H. C. Abbott M. M. (2001). Introduction to chemical engineering and thermodynamics, six edition   ▪**Useful References**:  1- Toledo, R. T. (2007). Fundamentals of Food Process Engineering. 3rd ed. Springer Inc. USA  2- Valentas, K. J. ; Rotstein, E. and Singh, R. P. (1997). Handbook of food engineering practice. CRC Press LLC Boca Raton New York USA.  3- Berk, Zeki (2009). Food Process Engineering and Technology. 1st ed. Elsevier Inc. USA.  4- Fellows, P. (2000). Food Processing Technology principle and practice.2nd ed. CRC Press LLC Boca Raton New York USA.  ▪Magazines and review (internet): Food engineeringjournals | | |
| **17**. **The Topics will be covered (Theory)** | |  |
| 1- Marketing meaning, Farm’s marketing,  Agricultural marketing, Food marketing  2- The benefits of marketing and marketing strategy  3- The key to select the right marketing and  advertising media  Also types of consumers will be presented  4- Marketing terminology and approaches  The “Four Ps” of Marketing  5- Branding and advertising  6- Consumer and trade Promotions  7- Market segmentation and target markets  8- Marketing Research  9- Type of markets  10- Differences in marketing of agricultural and  manufacture’s goods  11- Food Markets: Characteristics of Food Products  and Production and also the problems are  introduced by the characteristics of agricultural  production  12- Localization and the types of Localization  13- Marketing cost | |  |
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| **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**  **Students activity, Report, Quiz, and share in class** | | |
| **21. Peer review**  .‌‌ | | |