



No. \_\_\_\_\_ of \_\_\_\_\_

USAMV form 0704010108

### SUBJECT OUTLINE

#### 1. Information on the programme

1.1. Higher education institution	Napoca	University of Agricultural Sciences and Veterinary Medicine of
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	<b>Food marketing (retails, catering) and consumer protection</b>							
2.2. Course coordinator	SI.Ph-D. Lucian Cuibus							
2.3. Seminar/ laboratory/ project coordinator	SI.Ph-D. Lucian Cuibus							
2.4. Year of study	1	2.5. Semester	II	2.6. Type of evaluation	Summative	2.7. Discipline status	Content <sup>2</sup>	DD
							Compulsoriness <sup>3</sup>	DOI

#### 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
<b>Distribution of the time allotted</b>					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 <sup>4</sup>	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)



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5.1. for the lecture	<ul style="list-style-type: none"> <li>• Students will not attend lectures, seminars/laboratories with mobile phones open. Also, no phone calls will be tolerated during the course, nor students leaving the lecture hall to take phone calls personal;</li> <li>• The lateness of students to the course and seminar/laboratory will not be tolerated as this proves disruptive to the educational process;</li> </ul>
5.2. for the seminar/ laboratory/ project	<ul style="list-style-type: none"> <li>• The deadline for handing in the seminar paper is set by the holder in agreement with the students. Requests for its postponement will not be accepted for other than objectively well-founded reasons. Also, for the late submission of seminar/laboratory papers, the papers will be deducted 1 point/day of delay..</li> </ul>

### 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"> <li>- Realization of a management or marketing project with application in the food industry</li> <li>- Objective evaluation of the way of elaboration and application of the marketing strategy;</li> </ul>
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T r a n s v e r s a l c o m p e t e n c e s	<p>C5. Track food trends</p> <p>- 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.</p>
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### 7. Course objectives (based on the list of competences acquired)

7.1. Overall course objective	<p>Fundamental discipline (to be replaced as appropriate) of advanced knowledge that allows the development of knowledge regarding Food marketing (retails, catering) and consumer protection</p> <p>Together with the other disciplines in the curriculum, it ensures the implementation and formation of complex concepts on Antreprenorial and management competences for the Departments of Quality Assurance in the agrifood industry</p> <p>Examine findings and behaviors to understand qualitative customer trends, characteristics, or desires. Use this information for product development, product improvement and packaging requirements.</p>
7.2. Specific objectives	<p>Obtaining learning outcomes that aim in the formation of skills and abilities based on the correlation of the information received with those acquired in other disciplines such as food chemistry, HACCP, Management &amp; Marketing.</p>

### 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		



Marketing Communications		2
Marketing and distribution principles		2
Principles of Customer Service		2
International Marketing		2

<b>8.2. PRACTICAL WORK</b> <b>Number of hours –14</b>	Theoretical presentation of practical works	1 lab work (2 hours / work)
<b>1. The concept of management, management approaches. Management functions</b>	practical works	2
<b>2. Human resources management. Decision, methods of management and substantiation of decisions</b>	practical works	2
<b>3. The enterprise as an object of management. Enterprise strategy and policy</b>	practical works	2
<b>4. Marketing management. Marketing- general considerations. Market. Competition</b>	practical works	2
<b>5. Marketing mix. Agri-food product and innovative products. Price of agri-food products</b>	practical works	2
<b>6. Marketing mix. Placement of agri-food products. Promotion of agri-food products. Marketing information and research. Methods and techniques of gathering information</b>	practical works	2
<b>7. Presentation of the projects</b>	Presentations	2

*Compulsory bibliography:*

1. Lucian Cuibus, Felix Horatiu Arion, Marius Mircea Sabau (2019) - Management si marketing - Indrumator de lucrari practice, Editura AcademicPres - E-ISBN 978-973-744-738-8
2. Kotler, PH., Managementul marketingului / Kotler ; trad. de Smaranda Nistor. - Ediția a 3-a. - București : Teora, 2002.
3. URBAN, G.L., HAUSER, J.R. (1993) *Design and marketing of new products, 2<sup>nd</sup> edition*, Englewood Cliffs, Prentice Hall
4. Becker, T., 1998, *Lebensmittelmarketing* (WS 1998/1999), Universitat Hohenheim
5. Hehoe, D.F. (1995) *The Fundamentals of quality management*, Chapman and Hall, London
6. Lewin, K. 1947. *Frontiers in group dynamics: Concept, method, and reality in social science; Social equilibrium and social change*. Human Relations 1, no. 1: 5-41.
7. MEPHAM, T. B. (2000) *The role of food ethics in food policy*. Proceedings of the Nutrition Society, 59, pg. 609-618.
8. Froman B. – "Manualul Calității", Ed. Tehnică, București, 1998.
9. Multon J.L. – "La Qualite Des Produits Alimentaires", Technique & Documentation – Lavoisier, 1994
10. Apostu, S., Naghiu, Al., Vasquez, J-L., Managementul calitatii in industria alimentara, 2007
11. 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
12. 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*. Solagrál.

**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 outline the contents, the choice of teaching/learning methods, the holders of the discipline organised a meeting with: members of Horeca Cluj, the Gastronomic Club of Transylvania, Slow Food Cluj Transilvania, as well as with other teaching staff in the field, tenured in other higher education institutions. The meeting was aimed at identifying the needs and expectations of employers in the field and coordinating with other similar programs from other higher education institutions.

The discipline offers the ability to support a permanent standard of creation in a research - development compartment.

## 10. Assessment

Type of activity	10.1. Assessment criteria	10.2. Assessment methods	10.3. Percentage of the final grade
<b>10.4. Lecture</b>	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	Continuous assessment	60%
<b>10.5. Seminar/Laboratory</b>	Preparing and launching a new product Marketing plan for the entire activity	Project	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**

**Knowledge of 50% of the information contained in the course: Food marketing (retails, catering) and consumer protection**

**Knowledge of 50% of the information provided during practical work/seminars: Marketing plan for a product - project**

**100% attendance at practical work/seminars is mandatory.**

**50% attendance at lectures is a requirement for entry into the exam.**

**The final grade represents the weighted average (as per section 10.3) of the ongoing assessments, practical work, and projects and must be equal to or greater than 5, as a condition for passing.**

**Final grade = 60% CA + 40% P**

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

<sup>2</sup> 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).

<sup>3/</sup> Discipline status (compulsoriness)- choose one of the options – **CD** ( compulsory discipline) **OD** (optional discipline) **ED** ( elective discipline).

<sup>4</sup> One credit is equivalent to 25 hours of study (teaching activities and individual study).

<sup>5/\*</sup> Disciplines: AK- Advanced knowledge, CT- Complementary Training, S- Synthesis



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Filled in on  
06.09.2024

Course coordinator  
SI.Ph-D. Lucian Cuibus

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

Subject coordinator  
SI.Ph-D. Lucian Cuibus

Approved by the  
Department on  
12.09.2024

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

Approved by the Faculty  
Council on  
27.09.2024

Dean  
Prof. Ph-D. Elena Mudura