



Course catalogue

TTF-PB406 Marketing of food products

Programme	Food Technology and Biotechnology
Level	Bachelor's programme
Academic year	IV year
Semester	Autumn Semester
ECTS credits	6 credits
Lecturers	Associate prof. Sashko Martinovski, PhD
Language	Macedonian
Objective	Introducing students with the marketing process, marketing strategy, and managing marketing information. They realize: the marketing strategy for buying food, the methods of product development and the definition of the price of products. Students understand the importance of promotion and public relations.
Content	Marketing and marketing process. Marketing strategy. Marketing environment. Management of marketing information. Buying Marketing Strategy. Product. Product development. Price. Promotion and public relations. Exercises: SWOT analysis, Consumer behavior model of food products, Buying marketing strategy, product and price with regard to food products.
Learning materials	Reading from the primary literature are referenced in class and posted to the course website.