

Department of Agrifood and Environmental Economics

Thematic and references of the contest

Position: Senior lecturer

Number: 18

Discipline: Marketing of agrifood products

Thematic:

- Final demand for agri-food products
- Consumer behavior and segmentation of agri-food markets
- Conditioning and packaging of agri-food products
- Detailed distribution of agri-food products
- Wholesale distribution of agri-food products
- Pricing and negotiation
- Agrifood products differentiating

References

1. Manole, V., Stoian, Mirela, Ion, Raluca, Andreea, Agromarketing, ASE Publishing House, Bucharest, 2003
2. Manole, V., Stoian, Mirela, Ion, Raluca, Andreea, Marketing, ASE Publishing House, Bucharest, 2011

1. Discipline: Agrifood market research

Thematic:

- Conceptual approaches of marketing research
- Marketing research process
- Typology of marketing research
- Getting data in marketing research
- Survey
- Interview
- Analysis of secondary data
- Preparing and presenting the research report

References

1. Bradley, N., *Marketign research tools & techniques*. New York: Oxford University Press, 2007
2. Burns, A. B., *Marketing Research*. New Jersey: Pearson Education, 2006
3. Cătoiu, I. (coordonator), *Cercetări de marketing. Tratat*, Uranus Publishing House, Bucharest, 2009
4. Vrânceanu, Diana Maria, *Cercetari de marketing in context global*, ASE Publishing House, Bucharest, 2013