

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Lebensmittelmarketing und -recht
Code der Lehrveranstaltung	40457
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich- disziplinärer Bereich	
Sprache	Italienisch
Studiengang	Bachelor in Lebensmittelwissenschaften, Önologie und Gastronomie
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	dr. Massimiliano Calvia, Massimiliano.Calvia@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/50382
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	1st
КР	6
Vorlesungsstunden	36
Laboratoriumsstunden	24
Stunden für individuelles Studium	90
Vorgesehene Sprechzeiten	18
Inhaltsangabe	Food marketing: The food marketing module aims to provide students with basic knowledge of what marketing is and how this tool applies to the agri-food sector, from agricultural commodities to finished food products. The main objectives are: First, provide students with a basic understanding of economic thinking, management thinking and decision making so as to



introduce them to the world of the agri-food business;
Second, provide students with an understanding of the agri-food market and its actors, with particular attention to satisfying demand through the valorisation of agri-food products;
Third, provide students with basic market research tools to interpret and analyse demand patterns;

Fourth, provide students with new marketing tools and strategies to stay updated and cope with new trends and dynamics emerging from the agri-food market. At the end of the course the student is able to critically and autonomously apply marketing concepts and tools for the valorisation of the agri-food product.

Food law: The food law module will introduce students to the European and national regulation of the food sector. The main goals of the course are, on one hand, to offer a general overview of the different regulatory fields governing the production and marketing of food products and, on the other hand, to introduce students to the logic and functions characterizing the different rules that will be presented in class. In order to achieve such goals, analysis will focus not only on legislation, but also on court decisions and other policy materials. In particular, the module will cover the following issues:

the regulation of food safety, including risk analysis, precautionary principle, traceability and HACCP

the regulation on food quality, including PDO and PGI, as well as certification marks

food labelling and consumer protection, including nutritional claims and health claims

the regulation of food innovation, including gmos, novel food and food additives

food sustainability, including organic regulation and other types of green claims At the end of the module, students will be able to identify and apply the main legal tools employed to regulate food production and marketing.

Themen der Lehrveranstaltung

food marketing:

- 1. Introduction to economic reasoning and decision-making;
- 2. Fundamentals of marketing, with a particular focus on the agrifood market;
- 3. Analysis of case studies related to agri-food marketing.

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	food law:
	1.historical evolution of food law;
	2.food safety;
	3.geographical designations and indications;
	labeling;
	4.standards and certifications; 5.novel foods and genetically modified foods;
	organic products.
Stichwörter	food marketing, food law
	Tood marketing, rood law
Empfohlene	
Voraussetzungen	
Propädeutische	None
Lehrveranstaltungen	
Unterrichtsform	food marketing (30 hours):
	PowerPoint slides will be available on Teams at the end of each
	lesson. Any other relevant materials (papers, case studies, etc.)
	will be made available on Teams. The instructor will encourage
	discussion in class. At least one meeting with experts in the agri-
	food sector will be organized.
	food law (30 hours):
	for each group of lessons, PowerPoint slides and any other relevant
	materials (court rulings, regulations, etc.) will be available on
	Teams. The instructor will encourage class discussion, including
A Girls	through the analysis of court rulings and case studies.
Anwesenheitspflicht	No
Spezifische Bildungsziele	Upon completion of their studies, graduates with a bachelor's
und erwartete	degree in Food and Enogastronomy Sciences will have acquired a
Lernergebnisse	solid foundation of scientific knowledge in disciplines such as
	chemistry, physics, biology, mathematics, computer science, and
	law, specifically applied to the food and gastronomic sector. They
	will gain technological skills for managing production and
	transformation processes, along with an integrated view of the
	quality, safety, and sustainability of food supply chains and
	systems.
	In addition, graduates will understand the principles related to
	waste reduction, resource optimization, and the reconciliation of
	economics and ethics, which are central elements for addressing

the modern challenges of the agri-food system.

The knowledge and understanding skills mentioned above are acquired through participation in lectures, practical exercises, seminars, and through guided personal study and individual study as provided by the activated educational activities.

The verification of the achievement of learning outcomes is mainly carried out through exams and any interim tests. The tests may be written and/or oral, and may also consist of reports and oral presentations of projects or seminars.

The educational activities are designed to strengthen the autonomy of judgment and the ability to make decisions in complex contexts, as well as to develop communication skills and the ability to work in multidisciplinary and international teams. At the end of the program, graduates will be able to independently apply their knowledge in professional contexts, promoting innovative and sustainable solutions for the challenges of the agri-food and gastronomic system.

The achievement of the ability to apply knowledge is accomplished through critical reflection on the texts proposed for individual study, stimulated by classroom activities, the study of research and application cases presented by the professors, the performance of practical laboratory exercises, fieldwork, bibliographic research, the completion of individual and/or group projects included in the core and elective courses of the curriculum, as well as during internships and the preparation of the final exam. The assessments, carried out through written and/or oral exams, reports, and exercises, involve the completion of specific tasks in which the student demonstrates mastery of tools, methodologies, and critical autonomy. During internships, the assessment is conducted through the presentation of a report by the student to the supervising professor.

Evaluate and critically analyze the quality, safety, and sustainability of production processes and food products, considering scientific, technological, economic, and cultural aspects. Students will be able to make informed decisions based on scientific data and the

analysis of production contexts to ensure the excellence of the final product.

Apply ethical and sustainable approaches, reconciling economic needs with environmental and social requirements. Graduates will be able to identify solutions to reduce waste, enhance by-products, and optimize resource use, proposing food production models in line with the principles of the circular economy.

Express independent judgments regarding innovative techniques for the transformation and enhancement of food and gastronomic productions, evaluating the risks and opportunities associated with the introduction of new technologies or business models, both locally and internationally.

Communicate effectively and appropriately with both technical and non-technical interlocutors, including professionals in the food and gastronomic sector, public and private institutions, and the general public. This includes the ability to adapt the communication style based on the audience, using the specific technical language of the food and gastronomic sector when necessary.

Present and discuss the results of their analyses and research in both written and oral form, using technological and multimedia tools. Graduates will be able to draft technical reports, research papers, and scientific documents, as well as present their results clearly and structured, for example during conferences, seminars, or business meetings.

Actively participate in discussions and group work in multidisciplinary and international contexts, demonstrating active listening, negotiation, and collaboration skills. Practical experiences and internships will provide students with the abilities to work effectively in teams and contribute to solving complex problems in the sector.

Use the three languages of instruction of the course (Italian, German, and English) fluently and confidently, both for written and oral communication. Thanks to the trilingual approach of the Free University of Bozen-Bolzano, graduates will be able to face international work contexts, participate in global networks, and contribute to the development of international cooperation projects to address the challenges of the food and gastronomic sector.

	At the end of the degree program, graduates will have developed strong learning skills, essential for successfully continuing academic studies and entering the workforce. In particular, they will be able to:
	Learn autonomously and continuously, keeping up to date with scientific and technological advancements in the food and gastronomic sector. Graduates will have acquired study methods and research tools that will allow them to independently update their skills, critically interpreting new knowledge. Effectively manage the learning of complex concepts by integrating the various scientific and technical disciplines covered in the degree program, such as chemistry, biology, food technologies, economics, and law. They will be able to identify the most relevant sources, understand and apply new methodologies, and adapt to sector developments. Develop collaborative learning strategies, thanks to the experience gained through group work, internships, and laboratory activities. Graduates will be able to share their knowledge and learn from others, demonstrating adaptability and teamwork skills. Continue their studies independently in Master's degree programs (such as the LM-70 class, Food Science and Technology, currently offered at the same university) or in other related fields, using the skills and methods acquired during the bachelor's degree to tackle new learning challenges, even in high-level academic and
Spezifisches Bildungsziel	professional contexts.
und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	food marketing: written exam food law: written exam 90% + exercise 10%
Bewertungskriterien	food marketing: matching between the topics explained in class and the exam questions.
	food law: matching between the topics explained in class and the exam

	questions.
Pflichtliteratur	food marketing: Slides and chapters provided by the teacher.
	food law: L. Costato, P. Borghi, S. Rizzioli, V. Paganizza, L. Salvi, Compendio di diritto alimentare, Wolters Kluwer, ultima edizione.
Weiterführende Literatur	food marketing: Slides e capitoli messi a disposizione dal docente. food law: M. Ferrari, U. Izzo, Diritto alimentare comparato, Mulino, 2012.
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Keine Armut, Nachhaltiger Konsum und Produktion, Menschenwürdige Arbeit und Wirtschaftswachstum, Kein Hunger

Kursmodul

Titel des Bestandteils der Lehrveranstaltung	Lebensmittelmarketing
Code der Lehrveranstaltung	40457A
Wissenschaftlich- disziplinärer Bereich	AGR/01
Sprache	Italienisch
Dozenten/Dozentinnen	dr. Massimiliano Calvia, Massimiliano.Calvia@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/50382
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
KP	3

Verantwortliche/r Dozent/in	
Vorlesungsstunden	18
Laboratoriumsstunden	12
Stunden für individuelles Studium	45
Vorgesehene Sprechzeiten	9
Inhaltsangabe	Food marketing: The food marketing module aims to provide students with basic knowledge of what marketing is and how this tool applies to the agri-food sector, from agricultural commodities to finished food products. The main objectives are: First, provide students with a basic understanding of economic thinking, management thinking and decision making so as to introduce them to the world of the agri-food business; Second, provide students with an understanding of the agri-food market and its actors, with particular attention to satisfying demand through the valorisation of agri-food products; Third, provide students with basic market research tools to interpret and analyse demand patterns; Fourth, provide students with new marketing tools and strategies to stay updated and cope with new trends and dynamics emerging from the agri-food market. At the end of the course the student is able to critically and autonomously apply marketing concepts and tools for the valorisation of the agri-food product.
Themen der	The course content is organized into the following three main
Lehrveranstaltung	blocks: 1. Introduction to economic reasoning and decision-making; 2. Fundamentals of marketing, with a particular focus on the agrifood market; 3. Analysis of case studies related to agri-food marketing.
Unterrichtsform	The module consists of 30 hours: PowerPoint slides will be available on Teams at the end of each lesson. Any other relevant materials (papers, case studies, etc.) will be made available on Teams. The instructor will encourage discussion in class. At least one meeting with experts in the agri-food sector will be organized.
Pflichtliteratur	Slides and chapters provided by the teacher.



Weiterführende Literatur	Slides and chapters provided by the teacher.

Kursmodul

Titel des Bestandteils der	Lebensmittelrecht
Lehrveranstaltung	
Code der Lehrveranstaltung	40457B
Wissenschaftlich-	IUS/03
disziplinärer Bereich	
Sprache	Italienisch
Dozenten/Dozentinnen	Prof. Matteo Ferrari,
	Matteo.Ferrari@unibz.it
	https://www.unibz.it/en/faculties/agricultural-environmental-food-
	sciences/academic-staff/person/47259
Wissensch.	
Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
KP	3
Verantwortliche/r Dozent/in	
Vorlesungsstunden	18
Laboratoriumsstunden	12
Stunden für individuelles	45
Studium	
Vorgesehene Sprechzeiten	9
Inhaltsangabe	Food Law: The food law module will introduce students to the
	European and national regulation of the food sector. The main
	goals of the course are, on one hand, to offer a general overview
	of the different regulatory fields governing the production and
	marketing of food products and, on the other hand, to introduce
	students to the logic and functions characterizing the different
	rules that will be presented in class. In order to achieve such goals,
	analysis will focus not only on legislation, but also on court

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	decisions and other policy materials. In particular, the module will cover the following issues:
	the regulation of food safety, including risk analysis, precautionary principle, traceability and HACCP
	the regulation on food quality, including PDO and PGI, as well as certification marks
	food labelling and consumer protection, including nutritional claims and health claims
	the regulation of food innovation, including gmos, novel food and food additives
	food sustainability, including organic regulation and other types of green claims.
	At the end of the module, students will be able to identify and apply the main legal tools employed to regulate food production and marketing.
Themen der Lehrveranstaltung	Historical evolution of food law; food safety;
	geographical designations and indications; labeling;
	standards and certifications;
	novel foods and genetically modified foods; organic products.
Unterrichtsform	The module consists of 30 hours: for each group of lessons, PowerPoint slides and any other relevant materials (court rulings, regulations, etc.) will be available on Teams. The instructor will encourage class discussion, including through the analysis of court rulings and case studies.
Pflichtliteratur	L. Costato, P. Borghi, S. Rizzioli, V. Paganizza, L. Salvi, Compendio di diritto alimentare, Wolters Kluwer, ultima edizione.
Weiterführende Literatur	M. Ferrari, U. Izzo, Diritto alimentare comparato, Mulino, 2012.