Syllabus

Course Description

Course Title	Agri-food Marketing and Law
Course Code	40457
Course Title Additional	
Scientific-Disciplinary Sector	
Language	Italian
Degree Course	Bachelor in Food and Enogastronomy Sciences
Other Degree Courses (Loaned)	
Lecturers	dr. Massimiliano Calvia, Massimiliano.Calvia@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/50382
Teaching Assistant	
Semester	First semester
Course Year/s	1st
CP	6
Teaching Hours	36
Lab Hours	24
Individual Study Hours	90
Planned Office Hours	18
Contents Summary	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.
Course Topics	food marketing: 1. Introduction to economic reasoning and decision-making; 2. Fundamentals of marketing, with a particular focus on the agri-food market; 3. Analysis of case studies related to agri-food marketing. 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.
Keywords	food marketing, food law
Recommended Prerequisites	
Propaedeutic Courses	None
Teaching Format	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 through the analysis of court rulings and case studies.
Mandatory Attendance	No
Specific Educational Objectives and Learning Outcomes	Upon completion of their studies, graduates with a bachelor's degree in Food and Enogastronomy Sciences will have acquired a 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 professional contexts.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	food marketing: written exam food law: written exam 90% + exercise 10%
Evaluation Criteria	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.
Required Readings	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.
Supplementary Readings	food marketing: Slides e capitoli messi a disposizione dal docente. food law: M. Ferrari, U. Izzo, Diritto alimentare comparato, Mulino, 2012.
Further Information	
Sustainable Development Goals (SDGs)	No poverty, Responsible consumption and production, Decent work and economic growth, Zero hunger

Course Module

Course Constituent Title	Food Marketing
Course Code	40457A
Scientific-Disciplinary Sector	AGR/01
Language	Italian
Lecturers	dr. Massimiliano Calvia, Massimiliano.Calvia@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/50382
Teaching Assistant	
Semester	
CP	3
Responsible Lecturer	
Teaching Hours	18
Lab Hours	12
Individual Study Hours	45
Planned Office Hours	9
Contents Summary	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.
Course Topics	The course content is organized into the following three main blocks: 1. Introduction to economic reasoning and decision-making; 2. Fundamentals of marketing, with a particular focus on the agri-food market; 3. Analysis of case studies related to agri-food marketing.
Teaching Format	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.
Required Readings	Slides and chapters provided by the teacher.
Supplementary Readings	Slides and chapters provided by the teacher.

Course Module

Course Constituent Title	Food Law
Course Code	40457B
Scientific-Disciplinary Sector	IUS/03
Language	Italian

Lecturers	Prof. Matteo Ferrari, Matteo.Ferrari@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/47259
Teaching Assistant	
Semester	
CP	3
Responsible Lecturer	
Teaching Hours	18
Lab Hours	12
Individual Study Hours	45
Planned Office Hours	9
Contents Summary	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.
Course Topics	Historical evolution of food law; food safety;

	geographical designations and indications; labeling; standards and certifications; novel foods and genetically modified foods; organic products.
Teaching Format	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.
Required Readings	L. Costato, P. Borghi, S. Rizzioli, V. Paganizza, L. Salvi, Compendio di diritto alimentare, Wolters Kluwer, ultima edizione.
Supplementary Readings	M. Ferrari, U. Izzo, Diritto alimentare comparato, Mulino, 2012.