

Course title

'Higher Technician in food product marketing and promotion technologies'

Course structure

Matrix of learning outcomes and structure **Year 1**

<i>Learning outcomes of the course</i>	<i>Training units</i>	<i>Learning outcomes of the training unit</i>	<i>Outcome assessment methods and criteria</i>	<i>Learning methods and contexts and the related work loads (hours)</i>	<i>Number of ECTS credits</i>
Managing communication and relational processes within and outside the organization both in Italian and in English	Business English I	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - communicate correctly and effectively in a work context with foreign parties - comply with the rules of Business English - use technical English (micro language) related to the relevant technological area - communicate correctly via email - manage telephone conversations - read, understand and interpret the relevant technical documentation in English 	Method: Written multiple choice test and oral discussion in English. Criteria: Students must demonstrate that they have mastered the sectoral technical terminology and grammatical and syntactical correctness, as well as their fluency in conversational English.	Classroom: 40 hours Studying from home: 20 hours	2.5
	Communication - group dynamics	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - understand the communication process - discern the size of content and of relationship in exchanges of letters - further develop techniques for building content following the principle of appropriateness of language (code) - build a positive relationship with the other party, listening actively, having empathy and implementing good dialogue practices - recognize the importance of every language act (gesture, word) and the performance effect of communication (impact) - manage multicultural communication within a group - understand and monitor the principal dynamics in groups, facilitating dialogue and fostering a positive atmosphere 	Method: Oral examination through simulations and role playing Criteria: Students must demonstrate the use of effective communication skills in interacting with other members of the group.	Classroom: 24 hours Studying from home: 12 hours	1.5

Learning outcomes of the course	Training units	Learning outcomes of the training unit	Outcome assessment methods and criteria	Learning methods and contexts and the related work loads (hours)	Number of ECTS credits
Mastering language tools and information and communication technologies for interacting in work environments	IT management tools	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - master language tools and information and communication technologies for interacting in work environments - manage information flows through the use of ICT technologies - create and format text documents (letters, reports and articles) - create, format, modify and use spreadsheets, developing standard formulas and functions and creating and formatting graphs and tables - create, format, modify and prepare professional presentations - use the company email correctly - use the web safely: manage a safe web connection, use the Internet without risk and manage data and information adequately - use applications for managing projects or open source instruments available on line 	Method: Practical test on PC Criteria: Students must demonstrate that they have mastered the use of the main Office Automation applications and familiarity with correct navigation on the web.	Classroom/workshop: 48 hours Studying from home: 24 hours	3
	Instruments for active job search I	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - recognise the job search channels - offer their services actively during the job search - prepare their CV correctly, both in Italian and in English - build their LinkedIn profile - present themselves in a job interview, replying in an adequate manner, using personal branding techniques - responding to any objections during a job interview 	Method: Oral examination with job interview simulation Criteria: Students must prove that they know how to present themselves in a job interview, presenting their CV in an adequate and exhaustive manner.	Classroom/workshop: 12 hours Studying from home: 13 hours	1
Use mathematical and statistical instruments and models in describing and simulating the various phenomena of the relevant area	Applied statistics	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - use statistical instruments and models in market surveys - prepare technical and business documentation - use experimental research methods - use statistics for data collection and presentation purposes - apply statistical instruments (sheets, diagrams and control charts) and managerial instruments (problems, decisions, activities) - make a distinction between various types of control charts (by variables and by attributes) 	Method: Written test on applied statistical analysis Criteria: Students must demonstrate, based on a given business case study, that they know how to use statistics in market research.	Classroom/workshop: 32 hours Studying from home: 16 hours	2
	Consumer research and consumer science	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - understand consumer science and the role of consumer research in developing new products - study and analyse the changes in the structure of food expenditure - classify food products based on the price change / quantity change matrix (driving, mature, critical and descending products) - reconstruct the performance of certain food products based on the revenue from expenditure on primary needs - apply various consumer research models - illustrate the consumer behaviour pyramid 	Method: Written examination on consumer research Criteria: Students must demonstrate that they know how to conduct a consumer research, using the analysed models and illustrating the results of the research studies conducted using graphs.	Classroom/workshop: 20 hours Studying from home: 10 hours	1

Learning outcomes of the course	Training units	Learning outcomes of the training unit	Outcome assessment methods and criteria	Learning methods and contexts and the related work loads (hours)	Number of ECTS credits
Knowing the elements making up the undertaking, the company's impact on the relevant local sector, the rules governing the life of the undertaking and its external relationships at national, European and international level	The national and international agro-food system	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - define and map the agro-food system and the sectoral interdependencies - understand the dynamics of demand, of supply and of the market price of agro-food products - understand the difference between static demand and dynamic demand on a global scale - determine the causes of change in demand in the Global Food System - gain knowledge of the international organization of agricultural markets and the specialization and concentration of products - gain knowledge of the world trade organization and of the rules and regulations of international trade 	Method: Written examination Criteria: Students must demonstrate that they know how to describe the functioning of agro-food supply chains on a global scale	Classroom: 24 hours Studying from home: 12 hours	1.5
	Economy and management of the agro-food business	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - focus on the characteristics of the agro-food business - focus on the economic and financial size of business systems - recognise the economic results of operating, financial and tax management - understand the cash flows of operating management - interpret the income dynamics in the income statement and the financial solidity of a business in the balance sheet and in the budget - approach to industrial accounting: analysis of economic and management aspects related to the main single industrial transactions concerning the processing of food raw materials, semi-finished and finished products 	Method: Written examination Criteria: Students must demonstrate that they know the constitutive and management factors of a business and how to prepare a budget.	Classroom: 24 hours Studying from home: 12 hours	1.5
	Health and safety in the workplace	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - recognise the concepts of Risk, Damage, Prevention and Protection - understand the organization of corporate prevention - be aware of the rights, duties and penalties provided for by the legislation for the various corporate entities - activate the supervisory, control and assistance bodies - recognise and discern the main types of specific risk in the agro-food sector - use Personal Protection Equipment correctly - observe safety signs and procedures in the work place 	Method: Written multiple choice test. Criteria: Students must demonstrate that they know the rules on health and safety in the work place and the organizational prevention and protection measures	Classroom: 16 hours Studying from home: 9 hours	1

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	Agro-food law	<p>At the end of the training unit students will have learnt how to:</p> <ul style="list-style-type: none"> - find the sources and apply the rules of agro-food law regulating the life of the undertaking and its external relationships at national, European and international level - understand the principles and general requisites of food legislation (EC Regulation No 178/2002) - master the health provisions for production and marketing (Directive 41/2004/EC) - discern the official controls on products of animal origin (EC Regulation 854/2004) - understand EC Regulation 882/2004 on feed, food, animal health and animal welfare - interpret the EC Ordinance for the management of food safety: DG SANCO, RASFF, EFSA - comply with the veterinary, public health and hygiene of food products controls - master and observe the rules on information and communication of food products 	<p>Method: Written examination.</p> <p>Criteria: Students must demonstrate that they know the obligations imposed on undertakings in the sector by the applicable food legislation.</p>	<p>Classroom: 28 hours Studying from home: 14 hours</p>	1.5
	Company structure and customer relations	<p>At the end of the training unit students will have learnt how to:</p> <ul style="list-style-type: none"> - recognise the organizational structure, division of labour (line and staff) and the coordination mechanisms (supervision hierarchy, standardization, mutual adaptation) - distinguish between various organizational models (functional, process, matrix and project based) - interpret the organizational chart and the system of levels, roles, duties and responsibilities - comply with the procedures, flows and systems of work hours - understand the evolution of the marketing department within the organization - join a community of practice - manage relations and collaborations within the organization in a work context - manage external relations with customers 	<p>Method: Written examination and role play.</p> <p>Criteria: Students must demonstrate their knowledge of the various organizational models, answering open questions in which they are requested to discuss their answers. Through role-playing, moreover, students must demonstrate skill and competency in managing relations with internal or external customers.</p>	<p>Classroom: 16 hours Studying from home: 9 hours</p>	1
Know the production and processing processes in the agro-food specialisation areas	Agricultural and agro-industrial technologies	<p>At the end of the training unit students will have learnt how to:</p> <ul style="list-style-type: none"> - distinguish the main tree and vegetable crops for consumption and industrial use - distinguish the cultivation techniques for optimising product characteristics based on their intended use - recognise the main livestock farming techniques - recognise the biological, physical, chemical and organoleptic properties of animal produce based on animal welfare, intended industrial use and consumer use - be aware of the machinery and systems used in the food industry - have knowledge of the processing and conservation processes 	<p>Method: Written multiple choice and/or open test.</p> <p>Criteria: Students must demonstrate that they are able to identify primary products and livestock, as well as the processing technologies and processes</p>	<p>Classroom/workshop: 20 hours Studying from home: 10 hours</p>	1

Learning outcomes of the course	Training units	Learning outcomes of the training unit	Outcome assessment methods and criteria	Learning methods and contexts and the related work loads (hours)	Number of ECTS credits
	Italian agro-food production lines: technologies, organization and products I	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - define the production line as a space for techniques, relationships and strategies which can be activated by undertakings - map the Italian agro-food production lines - distinguish the various levels of the production line: agricultural and animal production, processing industry, logistics and distribution, fast-food restaurants, domestic consumption and catering, R&D food services, Mktg abroad - compare the Italian system with the main European competitors - highlight the main technologies in use at the various levels of the production line - highlight the main forms of organization of the agro-food system 	Method: Written examination. Criteria: Students must demonstrate that they know how to define the organization of the production lines in the agro-food system.	Classroom/workshop: 64 hours Studying from home: 32 hours	3.5
	Packaging techniques	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - describe the functions of packaging and the properties and performance of the packaging materials used intended to come into contact with food - recognise and distinguish the most widely used food packagings (paper and carton, metal, glass, plastic materials, laminates for flexible packaging and wood) - associate the various types of packagings with the machinery used for the same packaging and with packaging technologies - know and apply the national and EC legislation on packaging - recognise innovative, environmentally friendly and recycled materials for sustainable packaging - understand solutions for reducing packaging in order to reduce food waste - personalize food packaging for promoting food products 	Method: Written examination with corporate case study. Criteria: Students must resolve the corporate case study by demonstrating that they know how to recognise the food product packaging techniques and by putting forward an idea of customized food product packaging	Classroom: 32 hours Studying from home: 16 hours	2
Manage the production process according to the principles of environmental friendliness and sustainability	Sustainability and environmental friendliness of agro-food production lines	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - discern the concepts of environmental friendliness and of economic and social sustainability of products and processings - assess the production cycle taking as reference the concept of Circular Economy - understand the correct management of polluting emissions and greenhouse gases into the atmosphere, waste water and food industry waste - recognize the use of agro-food industry residues for generating power - understand the principles of environmental labelling (EPD, Ecolabel, ISO14067, Oeko-tex) LCA studies, foot carbon print, foot water print - understand the steps for implementing a UNI EN ISO 14001:2015 certified environmental management system - interpret: Regulation EMAS III, Regulation EC No 1221/2009 on sectoral and territorial environmental management, ethical and social certification according to standard SA 8000 (social accountability) 	Method: Written examination with corporate case study. Criteria: Students must resolve the corporate case study by demonstrating that they know the steps for implementing an environmental management system.	Classroom: 32 hours Studying from home: 16 hours	2

Learning outcomes of the course	Training units	Learning outcomes of the training unit	Outcome assessment methods and criteria	Learning methods and contexts and the related work loads (hours)	Number of ECTS credits
Apply EC, national and regional rules on environmental protection, quality and safety, import and export;	Food safety and HACCP	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - master the Codex Alimentarius (CAC RCP-1) and the HACCP method (Hazard Analysis and critical control point) - implement self-control procedures based on the HACCP principles - know the prerequisites of food safety - apply good manufacturing practices (GMP) - gain awareness of the aspects of responsibility for operators in the food sector (OSA) - manage non-compliances and non-compliant product issues - apply GMP (Good Manufacturing Practices), SOP (Standard Operating Procedures) and SSOP (Sanitization Standard Operating Procedures) on materials, processes and products for quality improvement purposes 	Method: Written multiple choice test. Criteria: Students must demonstrate that they know the food safety procedures and the HACCP.	Classroom: 32 hours Studying from home: 16 hours	2
	Voluntary agro-food product certifications	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - recognise the main voluntary product certifications - recognise DOP and IGP branded products (Reg EC 510/2006) - distinguish the properties of Traditional Specialities Guaranteed (Reg EC 509/2006) - recognise and distinguish biological products (Reg EC 834/2007) and the common organization of the market in wine (Reg EC 491/2009) - have knowledge of the standards and apply the BRC (British Retailer Consortium) and IFS (International Food Standard) voluntary product rules - exploit GLOBALGAP certification opportunities in order to sustain the marketing of fruit and vegetables - exploit NO GMOs certification opportunities for products at risk of GMO - have knowledge of and be able to apply the English voluntary labelling system "Traffic Light" - promote and enhance the agro-food production line through certifications 	Method: Written multiple choice and/or open test. Criteria: Students must demonstrate that they have knowledge of voluntary product certifications and of the opportunities and advantages available to undertakings as a result of their implementation.	Classroom: 32 hours Studying from home: 16 hours	2
	Agro-food product quality control, traceability and labelling of feed	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - conduct and interpret chemical and microbiological analysis on agro-food products - perform assessments and controls on the quality of raw materials, on the processing process and on the finished product - conduct risk analysis and manage shelf life and challenge tests - have knowledge of and interpret standard ISO 22000:2005 for the certification of food safety management systems - have knowledge of standard ISO 22005 on the Traceability System in the food and feed production line - check the guarantee of the traceability of food, feed and animals intended for food production - comply with the principles of food product labelling 	Method: Practical test in the workshop. Criteria: Students must demonstrate that they are able to perform microbiological analysis on certain agro-food products.	Classroom/workshop: 32 hours Studying from home: 16 hours	2

Learning outcomes of the course	Training units	Learning outcomes of the training unit	Outcome assessment methods and criteria	Learning methods and contexts and the related work loads (hours)	Number of ECTS credits
	Logistics and supply chain management	<p>At the end of the training unit students will have learnt how to:</p> <ul style="list-style-type: none"> - reconstruct the historic evolution of logistics in the agro-food sector - recognise agro-food supply chain management, wholesale markets (fruits and vegetables, fishery, aviculture, meat) and the concentration of foodstuffs - understand the logistics and transport system in the agro-food system - master the principles of internal logistics and warehouse management in an agro-food enterprise - approach the external logistics of distribution, also at international level - recognise the characteristics of the marketing of fresh produce: "outsourcing" and the role of logistic platforms - favour the introduction of new ICT technologies in relationships between the industry and the distribution for optimising product shelf life and preventing food waste - understand RFID technologies 	<p>Method: Written multiple choice and/or open test.</p> <p>Criteria: Students must demonstrate that they have knowledge of the operating cycle of corporate logistics and their mastery of the main instruments of Supply Chain Management</p>	<p>Classroom/workshop: 56 hours Studying from home: 28 hours</p>	3.5
Manage import and supply of raw materials and semi-finished food products	Purchase marketing	<p>At the end of the training unit students will have learnt how to:</p> <ul style="list-style-type: none"> - manage the import and supply of raw materials and semi-finished food products - recognise the commercial balance of raw materials for the food industry, the typical needs of the production line and the supply markets - conduct analysis of the markets for the purchase of raw materials and semi-finished foodstuffs - classify supplies according to the internal requirements of the production cycle - assess suppliers according to quality standards, legislative aspects and duty-free treatment between countries - recognise the characteristics of supply on a short production line and at 0 km 	<p>Method: Written examination.</p> <p>Criteria: Students must demonstrate that they have knowledge of the purchase area and that they can conduct a purchase market analysis: identifying the main relevant markets, relationship of supply and demand in relation to the needs of a hypothetical company.</p>	<p>Classroom/workshop: 32 hours Studying from home: 16 hours</p>	2
Manage market relations with the GDO and the food retail sector, knowing how to plan and manage integrated communication and sale plans	Marketing of agro-food products I	<p>At the end of the training unit students will have learnt how to:</p> <ul style="list-style-type: none"> - use marketing techniques and strategies in the agro-food sector - carry out market segmentation and competitive analysis - conduct market analysis using research and sampling techniques - apply the principles of strategic and operative marketing against the trends of development of the global demand for foodstuffs - apply the marketing mix technique: product policy, price policy, sale and distribution policy, communication and promotion policy - make use of direct marketing tools 	<p>Method: Written examination.</p> <p>Criteria: Students must demonstrate that they are able to develop a marketing plan</p>	<p>Classroom/workshop: 40 hours Studying from home: 20 hours</p>	2.5

Learning outcomes of the course	Training units	Learning outcomes of the training unit	Outcome assessment methods and criteria	Learning methods and contexts and the related work loads (hours)	Number of ECTS credits
	Lectures are held at the company (apprenticeship /in-company training) I	<p>During the apprenticeship students may exercise and apply autonomously the skills and knowledge acquired during the classroom/workshop lectures.</p> <p>In the first year, the apprenticeship takes as reference the technical and professional skills common to the agro-food sector (logistics and supply chain management, control of safety and product quality and labelling).</p>	<p>Method: Monitoring and testing trainees' work performance with an assessment of the actual application of knowledge and skills. Self-evaluation and reprocessing of the students' experience.</p> <p>Criteria: The preselected evaluation approach is subject to the company tutor's assessment and to the subsequent feedback with self-evaluation from the student, at the responsibility of the organization's teacher. The outcome of the combination between hetero and self-evaluation is the summary report of the experience, which will be one of the topics in the final examination.</p>	<p>Internship: 320 hours Studying from home and preparation of the internship report: 187 hours</p> <p>The programming of the internship shall occur according to the following procedure: - Planning and preparation - Stipulation of internship agreement - Management and monitoring - Evaluation</p> <p>Students are also given the possibility of carrying out a partial or full internship in agro-food companies located abroad.</p>	20
				TOTAL WORK LOADS (HOURS) - YEAR 1	TOTAL NUMBER OF CREDITS ECTS (YEAR 1)
				1500	60

Matrix of learning outcomes and structure **Year 2**

Learning outcomes of the course	Training units	Learning outcomes of the training unit	Outcome assessment methods and criteria	Learning methods and contexts and the related work loads (hours)	Number of credits ECTS
Managing communication and relational processes within and outside the organization both in Italian and in English	Business English II	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - conduct effectively a negotiation in English over the phone and in the direct presence of the other party - place orders, file complaints - give explanations, make requests, set and change appointments - use business terminology, talk about import/export - analyse written business offers, refuse offers, make concessions, close a deal - explain the business strategies of their company - describe and present food products - manage and explain numbers and statistics 	Method: Written multiple choice test and oral discussion in English. Criteria: Students must demonstrate their mastery of the sector's technical and business terminology and that they are able to conduct a negotiation with a potential foreign customer.	Classroom: 28 hours Studying from home: 14 hours	1.5
Coordinate, negotiate and develop group work activities for tackling issues, put forward solutions, help to produce, order and assess group results	Team work	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - develop group work activities for tackling issues, put forward solutions, help to produce, order and assess group results - coordinate and negotiate solutions to work issues in a shared manner - collaborate proactively in team work - understand the role of team leader and of the various members of the work group (system of responsibilities) - develop collaboration skills - develop professional trust 	Method: Practical test Criteria: Students must demonstrate that, in a team work situation, they are able to collaborate, listen and put forward solutions.	Classroom/Outdoor Training: 20 hours Studying from home: 10 hours	1
	Instruments for active job search II	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - submit job applications - prepare and present their CV correctly, both in Italian and in English - make a job search on LinkedIn - prepare for a job interview answering adequately to any objections and/or crucial questions - describe their personal characteristics and skills, highlighting their points of strength 	Method: Oral examination with job interview simulation Criteria: Students must demonstrate that they know how to prepare for a job interview in the form of stressful interview, replying effectively to crucial questions.	Classroom/workshop: 18 hours Studying from home: 9 hours	1
Manage import and supply of raw materials and semi-finished food products	Negotiation techniques suitable for the other party and for the objective/suppliers/customers/distributors	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - apply negotiation techniques in negotiations with suppliers, customers and distributors - distinguish and recognise various negotiation styles - comply with the negotiation process, maintain control, listen actively to the other party's needs and interests - know and use psychological techniques in a negotiation - analyse the dialogue making a distinction between good arguments and communication fallacies - develop negotiation strategies before the negotiation 	Method: Oral examination and role play Criteria: Students must demonstrate that they know how to conduct a business negotiation with a client or supplier, using the techniques learned in the classroom.	Classroom: 28 hours Studying from home: 14 hours	1.5

Learning outcomes of the course	Training units	Learning outcomes of the training unit	Outcome assessment methods and criteria	Learning methods and contexts and the related work loads (hours)	Number of credits ECTS
Know, analyse, apply and monitor, in the respective contexts, management models for goods and services production processes with an eye to continuous improvement	Quality management and performance management techniques	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - analyse, monitor and control the production processes, as far as within their competence - make proposals and find solutions and alternatives for improving efficiency and the performance of technological and human resources employed in the production processes - employ continuous improvement models (Deming Cycle and PDCA approach to process management) - develop improvement programmes and performance indicators (KPI) - gain knowledge of standards ISO 9001:2015 for quality system certification and ISO 22000:2005 for food management safety systems - apply techniques for continuous improvement of technologies (DOE) 	Method: Written examination with analysis of corporate case study Criteria: Students must demonstrate, based on a given corporate case study, that they know how to apply the quality management system procedures.	Classroom: 30 hours Studying from home: 15 hours	2
	Project management	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - apply the project management method and instruments in planning and managing their work - prepare the project plan and the planning "toolbox" - schedule the project activities according to the Work Breakdown Structure (WBS) model - prepare Gantt diagrams for the timing of the project - understand the allocation of responsibilities in the project team - monitor the state of progress of the project - assess the intermediate and final project results 	Method: Written examination with analysis of corporate case study Criteria: Students must demonstrate, based on a given corporate case study, that they know how to use the project management tools correctly.	Classroom: 28 hours Studying from home: 14 hours	1.5
Gain knowledge of the production and processing processes in the agro-food specialisation areas	Italian agro-food production lines: technologies, organization and products II	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - describe technologies, processing processes, organization of production, supply markets and product specifications of the milk supply chain and derived products - describe technologies, processing processes, organization of production, supply markets and product specifications of the coldcuts and sausages supply chain - describe technologies, processing processes, organization of production, supply markets and product specifications of the wine and alcoholic beverages supply chain - describe technologies, processing processes, organization of production, supply markets and product specifications of the cereal, pasta and bakery products supply chain - describe technologies, processing processes, organization of production, supply markets and product specifications of the oil, fat and derived goods supply chain - describe technologies, processing processes, organization of production, supply markets and product specifications of the preserved vegetables, animal and fish supply chain 	Method: Written examination. Criteria: Students must demonstrate that they know how to analyse in detail a given supply chain.	Classroom/workshop: 84 hours Studying from home: 42 hours	5.5

Learning outcomes of the course	Training units	Learning outcomes of the training unit	Outcome assessment methods and criteria	Learning methods and contexts and the related work loads (hours)	Number of credits ECTS
Put forward technological solutions which introduce innovative and competitive product and process elements	Product development lab (PW)	The training unit adopts the workshop method of Project Work to be carried out in subgroups. Each group must develop a marketing plan for the launch of a new product. The work must be carried out according to the following steps: 1) developing new product ideas based on consumer research 2) screening of ideas based on the level of complexity and preparation of a micro business plan for the new product, estimating the costs, revenues and investments necessary to implement the plan 3) classifying the new product 4) testing: sensory testing of preference through visual, odour, sapid and tactile sensation perception 5) making a decision and transposing it into the production , quality, supply and logistics context 6) developing a business plan for the launch of the new product	Method: Assessment of the Project Work results Criteria: The group must demonstrate that it has understood the innovation cycle from the marketing brief to the production transposition and launch.	Project Work: 72 hours Studying from home: 50 hours	5
Manage market relations with the GDO and the food retail sector, knowing how to plan and manage integrated communication and sale plans	Marketing of agro-food products II	At the end of the training unit students will have learnt how to: - apply trade marketing techniques - manage market relations with the food GDO and apply retail marketing techniques - make sale proposals for a differentiated mix of products, services, formats, brands, promotional policies and display material - manage <i>one to many</i> (trade shows, newsletters, public relations, trade magazines) and <i>one to one</i> (meetings, phone calls, presentations to buyers) communications of the offer - manage the sale of distributors' Private Label products - understand the circuit of sales of Bio products and typical of the region - meet the specific demand for products in the HO.RE.CA sector, street food and informal food sector, automatic dispensers - apply the rules of contract and the payment systems correctly - prepare a marketing budget	Method: Written examination. Criteria: Students must demonstrate, based on a given business case study, that they know how to prepare a marketing budget.	Classroom/workshop: 60 hours Studying from home: 30 hours	3.5
	Corporate and product communication	At the end of the training unit students will have learnt how to: - describe the agricultural landscape and the environment - apply the corporate communication techniques as a market lever - manage public relations - manage all relations with both internal and external stakeholders (local authorities, Slow-Food entities, associations of typical products, Gall and area or sector aggregations etc.) - prepare a communication plan, integrating traditional and digital instruments	Method: Written examination. Criteria: Students must demonstrate that they are able to prepare an integrated communication plan	Classroom/workshop: 40 hours Studying from home: 20 hours	2.5

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	Sales techniques and strategies	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - make recourse to persuasion levers and effective arguments in selling agro-food products - prepare a sale plan - organize and manage the sale network - differentiate the sale strategy between already acquired clients and prospect clients - apply techniques and instruments to achieve customer satisfaction and customer loyalty - manage complaints, implementing organizational measures for the purpose - conduct sale analysis and prepare control reports 	Method: Written examination. Criteria: Students must demonstrate that they know how to prepare a sale budget and monitor its performance through performance analysis.	Classroom/workshop: 28 hours Studying from home: 14 hours	1.5
Developing a product and a brand and positioning them in a foreign market.	Processes of food product internationalisation	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - seize the opportunity to develop the business abroad - adopt criteria and methods for classifying foreign markets - make the choice of outlet markets abroad - develop a business export and marketing plan - calculate estimates of market potentials in the preselected countries - plan strategies and presence actions abroad - assess e-commerce instruments and logistic solutions by delivery and product assistance and presence in the marketplaces - monitor the legislative, legal, regulatory and contractual aspects of exports 	Method: Written examination with corporate case study. Criteria: Students must demonstrate, analysing a corporate case study of an undertaking willing to go international, that they know how to prepare a business plan.	Classroom/workshop: 52 hours Studying from home: 26 hours	3
	Web marketing and e-commerce management	At the end of the training unit students will have learnt how to: <ul style="list-style-type: none"> - make recourse to Web marketing actions - understand the importance of the SEO strategies - manage the company's presence on Social Networks - monitor e-reputation - plan an Email campaign and Manage the Follow Up - implement and manage an E-Commerce - use Google Analytics and the business data analysis metrics 	Method: Practical test. Criteria: Students must demonstrate that they know how to implement a web marketing campaign.	Classroom/workshop: 56 hours Studying from home: 28 hours	3.5

Learning outcomes of the course	Training units	Learning outcomes of the training unit	Outcome assessment methods and criteria	Learning methods and contexts and the related work loads (hours)	Number of credits ECTS
	In-company training (apprenticeship/ in-company training) II	During the apprenticeship students may exercise and apply autonomously the skills and knowledge acquired during the classroom/workshop lectures. in the second year the internship takes as reference the technical and professional skills related to purchase marketing, marketing, internationalisation, web marketing and e-commerce.	<p>Method: Monitoring and testing the trainees' work performance with an assessment of the actual application of knowledge and skills. Self-evaluation and reprocessing of the students' experience.</p> <p>Criteria: The preselected evaluation approach is subject to the company tutor's assessment and to the subsequent feedback with self-evaluation from the student, at the responsibility of the organization's teacher. The outcome of the combination between hetero and self-evaluation is the summary report of the experience, which will be one of the topics in the final examination.</p>	<p>Internship: 480 hours Studying from home and preparation of the internship report: 190 hours</p> <p>The programming of the internship shall occur according to the following procedure: - Planning and preparation - Stipulation of internship agreement - Management and monitoring - Evaluation</p> <p>Students are also given the possibility of carrying out a partial or full internship in agro-food companies located abroad.</p>	27
				TOTAL WORK LOADS (HOURS) - YEAR 2	TOTAL NUMBER OF CREDITS ECTS (YEAR 2)
				1500	60

TOTAL WORK LOADS (HOURS) - YEAR 1 + YEAR 2	3000	TOTAL NUMBER OF CREDITS ECTS (year 1+ year 2)	120
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Rules of progression (preparatory condition)

The success of the training at the end of the first year, represented by the achievement of 60 credits, is a precondition for access to the second year of the course.

At the end of the second year, upon completion of the course, the diploma of Higher Technician is issued after having passed a final examination. The diploma indicates the technological area and the relevant national figure, which grants access to the public competitions and to Universities with the recognition of university training credits. The EUROPASS certificate is also issued in Italian and in English.

Mobility window

Students are also given the possibility of completing, in whole or in part, the internship period at foreign food companies. Credits will be recognised without the need for the course participant to carry out any further activity or learning test.

Flexibility/customisations

In order to standardize input knowledge, a number of customized preliminary realignment forms are provided for English (30 hours), Maths (12 hours), Nutrition principles (12 hours) and Microbiology and food hygiene (12 hours). These hours are additional to the total hours covered by the course. The course also includes in itinere recovery and preparation activities for the final examination.

Place of the course

FONDAZIONE ITS TECH&FOOD C/O IFOA

Via Gianna Giglioli Valle n. 11 – 42124 Reggio Emilia (RE).