

IDENTIFICATION

Course code : E3AG5RD5
ECTS : 1.5

DURATION

Lectures : 8
Tutorial classes : 10
Labs : 0
Total : 18

Project :
Personnal work :

ASSESSMENT

Project focusing on the analysis of an agri-food brand across its four dimensions.

TEACHING MATERIALS

Course and TD materials provided

LANGUAGE

English

CONTACT

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UE : UE5-RetD

COURSE : Applied Marketing in Agri-Food

SCOPE OF THE COURSE

OBJECTIVES

Course Objectives :

Identify, select, and critically analyze various resources to document a topic and synthesize data for practical use. Analyze data and markets, synthesize data for practical use. Conduct market research and consumer behavior studies. Formulate relevant recommendations based on research findings while minimizing financial risks. Understand budgeting and profitability in a marketing plan. Write a marketing action plan. Develop a critical argumentation. Sell a marketing project.

Targeted Objectives : Leverage data for market analysis, synthesize findings, and propose coherent recommendations. Position, develop, and formalize a coherent and profitable marketing strategy in project management, meeting consumer needs and market trends. Master operational marketing dimensions and customer relationship management.

COMPETENCE AND SKILLS

Develop a simple specification sheet based on predefined constraints (Nutri-Score, anti-waste law, etc.);

PROGRAM

- 1- Marketing Research : Understanding A. External and Internal Diagnosis B. Innovation C. Market Research
- 2- Strategic Marketing : Choosing A. Segmentation B. Targeting C. Positioning
- 3- Operational Marketing : Acting A. Product B. Price C. Distribution D. Communication
- 4- Customer Relationship Management A. Customer Journey Process B. Customer Satisfaction C. Loyalty D. Customer Relationship Management

BIBLIOGRAPHY

Reading specialized press : LSA, Points de vente, Linéaires, etc. G. Bonnafoux and C. Billon, (2013), *L'essentiel du plan marketing opérationnel*, Eyrolles. J-J Lambin and C. de Moerloose, (2016), *Strategic and Operational Marketing : From Marketing to Market Orientation*, Dunod. Y. Pariot, (2010), *Les outils du marketing stratégique et opérationnel*, Eyrolles. J. Clair and S. Pihier, (2011), *Le marketing*, Nathan. S. Soulez, (2017), *L'essentiel du Marketing*, Gualino. J. Lendrevie, J. Lévy, (2013), *Mercator 2013 – Theories and New Marketing Practices*, Dunod. P. Kotler, G. Armstrong, E. Le Nagard-Assayag and T. Lardinois, (2010), *Principles of Marketing*, Pearson. J-P Helfer, J. Orsoni and J-L Nicolas, (2009), *Marketing*, Vuibert.

REQUIREMENTS

None