



**CIHEAM**

Instituto Agronómico  
Mediterráneo de Zaragoza

# **Máster Internacional Marketing Agroalimentario**

**30 septiembre 2019 - 5 Junio 2020 / septiembre 2020 – Junio 2021**

# Marketing Agroalimentario

## Salidas profesionales



### Industria agroalimentaria:

Director de Marketing, Product Manager,  
Responsable de estrategia nacional e internacional  
Responsable de cuentas,  
Director de exportación.

### Distribución:

Director de investigación de mercados,  
Director de búsqueda de nuevos mercados,  
Category manager, Director de expansion  
manager.

### Consultoría:

Consultor de Marketing  
Diseñador de proyectos de marketing  
Investigación de mercados  
Asesor internacional

**Instituciones públicas  
nacionales e internacionales**



# PROGRAMA - Primer año



**U-1: Oferta, demanda y Precios de productos Agrarios**



**U-2: Comercio internacional y modelización de productos agrarios**



**U-3: Estructura y políticas de los mercados agroalimentarios**



**U-4: Marketing e investigación de mercados**



**U-5: Planificación del marketing mix**



**U-6: Estrategia del marketing y su control**



**U-7: Marketing internacional y estudios de casos de empresas**



**U-8: Proyecto de Marketing**

# Marketing Agroalimentario

## Metodología



**Clases lectivas**



**Juegos de rol**



**Juego de empresas**



**Estudio de casos**



**Mesas redondas**



**Visitas a empresas**

# Marketing Agroalimentario

## AGRO-FOOD MARKETING (Collaborating firms 1987-2018)

### PERISHABLES



### NON PERISHABLES



### DISTRIBUTION



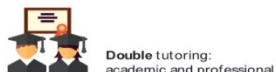
### DRINKS





# Market research

Market research is conducted for an agro-food firm throughout the whole course. Real issues affecting the firm are analysed and solutions are presented.



## Market research conducted in recent editions (20 09-20 15)

Improvements in online beef marketing  
20 11-20 12 edition



Valuation of the degree of acceptance of natural apple, peach and pear juices by consumers in Zaragoza  
2009-20 10 edition

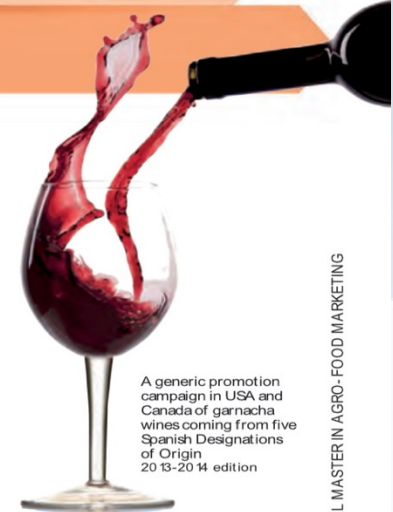


Non-celiac consumers' profiling and willingness to pay for gluten-free products: the case of 'Quadritos' Dr. Schär  
20 13-20 14 edition



Market potential of Protected Designation of Origin (PDO) olive oil  
20 13-20 14 edition

Study of consumer behaviour towards coffee grounds: the case of the Mini Funghipack  
20 15-20 16 edition



A generic promotion campaign in USA and Canada of garnacha wines coming from five Spanish Designations of Origin  
20 13-20 14 edition

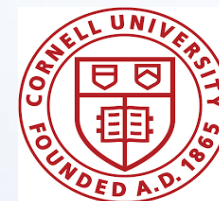


We have collaborated with over 40 companies.



# Marketing Agroalimentario

## Segundo año - Instituciones colaboradoras





## Year Two

In the second part of the programme (60 ECTS) students go on to conduct their Practicum and Final Master Project at national or international universities, research centres or firms. Students receive training in a research team environment and benefit from

excellent resources and valuable advice. The experience acquired during this period goes beyond gathering knowledge and practical skills. It provides a full introduction to the reality of the professional world.



## Final Master Projects conducted between 2008 and 2015



**Jorgelina Di Pasquale (Italy)**

"Functional foods: consumption profiles and willingness to pay for dairy products enriched with CLA (conjugated linoleic acid)". 2008/2009 edition



**Carolina Martínez Origone (Spain)**

"Value chain of agro-food products from southern Mediterranean countries: Analysis of target markets". 2010/2011 edition



**Said Tifaoui (Algeria)**

"Muslim immigrants' attitudes towards and perceptions of Halal meat in Spain". (\*) 2010/2011 edition  
(\*) Awarded CIHEAM prize for the best thesis of the 2010-2011 edition



**Mª Alejandra Tuma Borgonovo (Argentina)**

"Quality, food safety and traceability in fish products: signals, evaluation and their importance in purchasing and consumption habits. The case of hake". 2010/2011 edition



**Meryem Ameziane (Morocco)**

"Marketing plan to launch a food product (olive oil) in a foreign market (USA)". 2012/2013 edition



**Sola Ibrahim Youssef (Lebanon)**

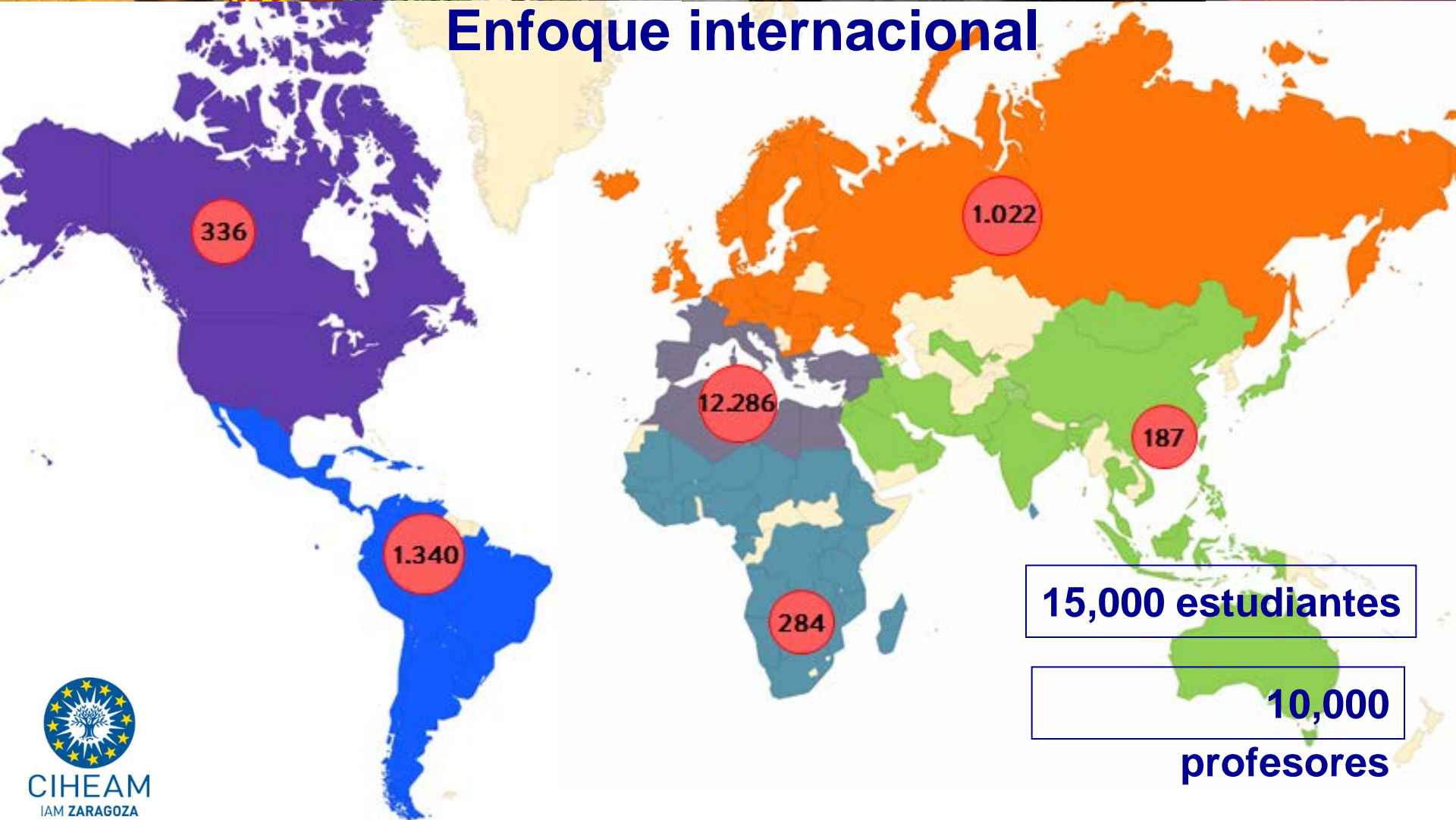
"Marketing strategies of food innovations and their effect on consumer acceptance (innovative labels for crianza red wine)". 2012/2013 edition







# Enfoque internacional





## Profesores participantes en la edición 2017/2018

### FRANCE

G. GIRAUD, Agrosup Dijon  
P. LE GRUSSE, IAM Montpellier

### GERMANY

J. ROSSEN, Technische  
Univ. München

### IRELAND

M. HENCHION, Ashtown Food  
Research Centre, Dublin  
E. KIDNEY, Dublin Inst. of  
Technology  
N. MINTO, Dublin Inst. of  
Technology

### LUXEMBOURG

M. ALTMANN, Co Concept,  
Leudelange

### MOROCCO

R. HAMIMAZ, IAV Hassan II, Rabat

### NORWAY

E. VARDAL, Univ. Bergen

### SPAIN

L.M. ALBISU, CITA-GA, Zaragoza  
A. GRACIA, CITA-GA, Zaragoza  
I. GRANDE, Univ. Pública Navarra  
G. PHILIPPIDIS, CITA-GA, Zaragoza  
H. RESANO, Univ. Zaragoza  
M. SÁNCHEZ, Univ. Pública Navarra

### UNITED KINGDOM

S. CHALLINOR, Univ. Newcastle  
C. HUBBARD, Univ. Newcastle  
A. KEHLBACHER, Univ. Reading  
M. NESS, Univ. Newcastle

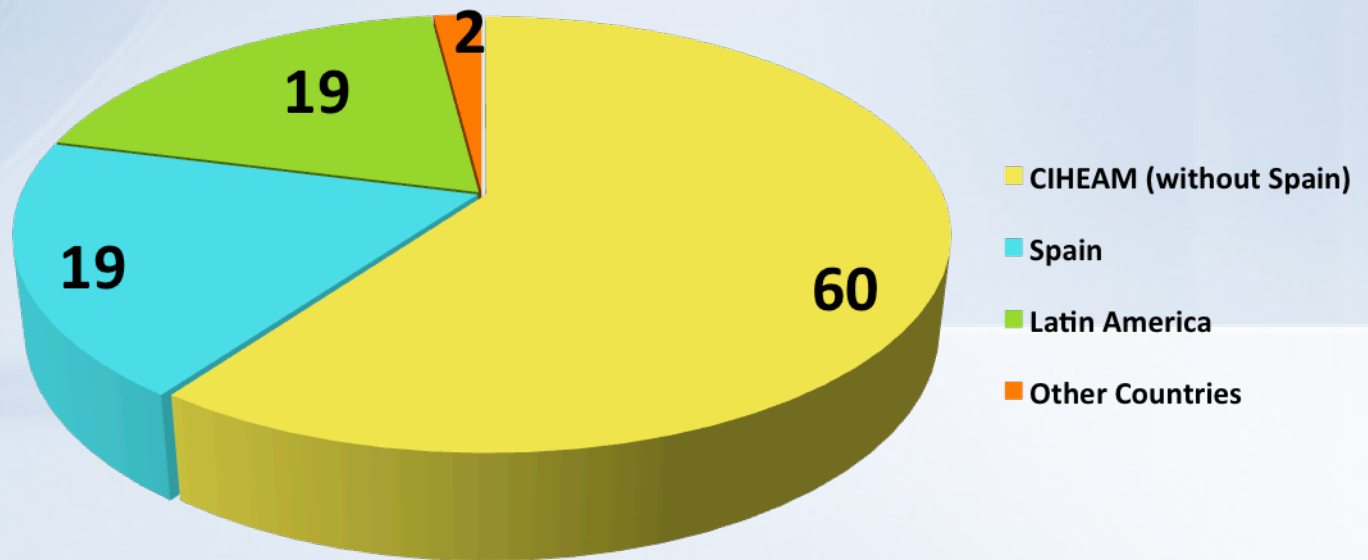
### USA

S. BHUYAN, Rutgers Univ. New Jersey  
J. CASWELL, Univ. Massachusetts  
V. CAPUTO, Michigan State Univ.  
P. GARCIA, Univ. Illinois, Urbana  
M. GÓMEZ, Univ. Cornell, Ithaca  
R.E. GOODHUE, Univ. California, Davis  
M. HOHSCHUH, FreeRangeThinkers, Indianapolis  
L. HOUSE, Univ. Florida, Gainesville  
H. KAISER, Univ. Cornell, Ithaca  
R. LOPEZ, Univ. Connecticut  
D. MILJKOVIC, North Dakota State  
R. NAYGA, Univ. Arkansas, Fayetteville  
M. PALMA, Texas A&M, College Station  
J.M. SELTZER, Corp Resource Inc., Minnesota  
R. WESTGREN, Univ. Missouri, Columbia



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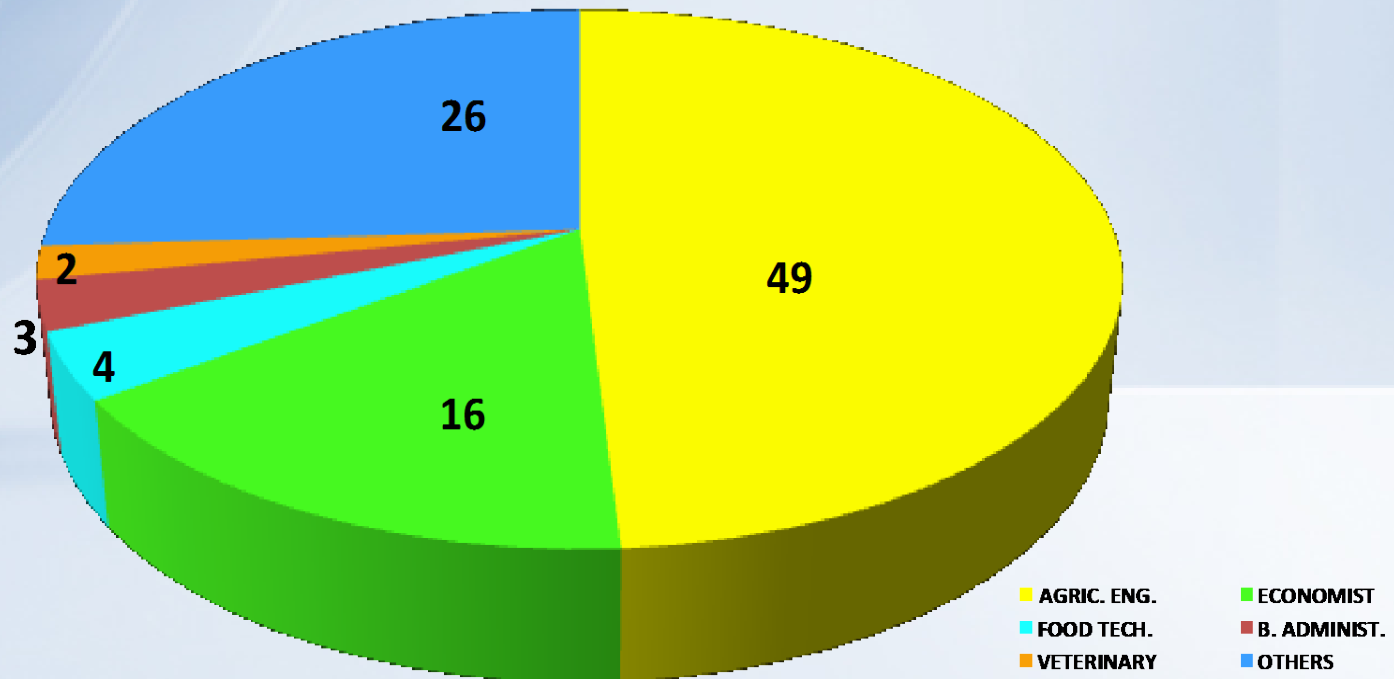
## Participants by Region (%)





# Marketing Agroalimentario

Participants – Degree (%)





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**GRACIAS**