AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Food Economics						
Course Code		ZTE526		Couse Level		Second Cycle (Master's Degree)		
ECTS Credit	8	Workload	197 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		At the end of this course, students will learn factors affecting the demand and supply of food products, price formation in food products, international food markets, food marketing and distribution systems to evaluate.						
Course Content		Definition and Properties of Foodstuffs, Food Production and Supply-Related Issues(Food Production and Supply of the Major Economic Factors Affecting Analysis, Production Problem in Developing Countries, Food Supply Problems in Developing Countries, Food Security Issue); Demand for Food Products and Related Issues (Analysis of the Major Economic Factors Determining the Demand for Food, Changing Food Consumption Patterns, Hunger Problem); Food Products Pricing (Producer-Consumer Price Changes in rates and Regional Price Differences); International Food Markets (Developing Countries Exports of food products, Processed Food Markets globalization (Multinational Enterprises)); Food Marketing and Distribution Systems (Purpose of Marketing and Distribution Systems, Infrastructure, Storage and Information Flow, Food Retailing and Distribution, Effectiveness of Alternative Food Marketing Systems, Food System, Vertical Coordination, Market Organisations (Manufacturing Contracts, Marketing, Contracts), Industrialization of food systems)						
Work Placement		None						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Prof. Renan TUNALIOĞLU						

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Kotler, P. 2003.Marketing Management. Second Edition3.
2	Güneş, E. Albayrak, M. Gülçubuk, B. 2002. Türkiye'de Gıda Sanayii. Ankara.
3	Gürler, Z.,O., Karkacıer, E. Şimşek, 1991. Tarıma Dayalı Sanayi İşletmeleri, Tokat,
4	TUSİAD,TEPAV , FAO-GTHB-KALKINMA BAKANLIĞI raporları

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction: scope, Exchange of Views About the Rules and Requirements
2	Theoretical	Foodstuffs Description / Scope and Properties of Foodstuffs
3	Theoretical	Analysis of the Major Economic Factors Affecting the Production and Supply of Food and Production Problem in Developing Countries
4	Theoretical	Problems of Food Supply and Food Security Problem in Developing Countries
5	Theoretical	Analysis of the Major Economic Factors Determining the Demand for Food
6	Theoretical	Changing Food Consumption Patterns and the Problem of Hunger
7	Theoretical	Producer-Consumer Price Rates and Changes
8	Theoretical	Regional Price Differences
9	Intermediate Exam	MID-TERM
10	Theoretical	Food Products Export Structure in Emerging Economies
11	Theoretical	Processed Food Markets globalization

12	Theoretical	Purpose of Marketing and Distribution Systems (Infrastructure, Storage and Information Flow)
13	Theoretical	Food Retailing, Distribution and Alternative Food Marketing Systems Activity
14	Theoretical	Vertical Coordination of Food System, Market Organisations (Manufacturing Contracts, Marketing, Contracts) and the Industrialization of Food Systems
15	Theoretical	Presentation and Evaluation of Assignments in the Classroom
16	Final Exam	Final

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	3	98
Midterm Examination	1	35	2	37
Final Examination	1	60	2	62
			Total Workload (Hours)	197
			[Total Workload (Hours) / 25*] = **ECTS**	8

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to analyse of Main Economic Factors Affecting Food Production and Supply
2	To be able to analyse Main Economic Factors Determining the Demand for Food
3	To be able to evaluate Changing Food Consumption Pattern
4	To be able to evaluate Regional Price Differences in Food
5	To be able to analyse Country's Food Products Exports Structure

Programme Outcomes *(Agricultural Economics Master)*

1	To be able to comprehend and solve agricultural economic issues using Agricultural sciences and the basic principles of economic science.
2	To be able to access information, evaluate, interpret, and implement in the processes of the scientific research processes related to Agricultural economy.
3	To be able to integrate the relationship between the use of natural resources and productivity, with environmental, food safety and sustainability objectives
4	To be able to predict the effects of economic and political developments on the Turkish agricultural sector, to be able to view, comprehend and interpret national and international agricultural markets, to be able to apply the innovative methods.
5	To be able to communicate with all actors showing activity in the countryside at the required level of behavior science, to detect problems, and to be able to conduct joint project.
6	To be able to lead multi-disciplinary studies in agricultural sciences, to be able to enhance solutions in complex situations and to be able to take responsibility.
7	To be able to raise awareness about the new and developing practices of the job, to be able to review and learn these when needed.
8	To be able to use theoretical and practical information in agricultural economics.
9	To be able to design innovative solutions integrating the original ideas and methods in agriculture and the economy with the system, part or process designs.
10	To be able to articulate the idea, and the findings about the research topic verbal and written in an effective way.

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5
P1	4	2	2	2	3
P2	4		2		
P3			2		3
P4	2	2			3
P7				3	
P8	3			2	
P10				2	