



## Study Plan

**School:** School of Social Sciences  
**Degree:** Master  
**Course:** Agri-food Quality Management and Marketing (cód. 573)

### 1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES11684	Agro-Food Marketing	Management	6	Semester	160
GES11640	Quality and Product Conservation	Environmental Sciences	6	Semester	160
GES7482	Consumer Behavior	Management	6	Semester	160
Group of Free Options					

### 1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES11641	Logistics and Distribution	Management	6	Semester	160
GES11642	Quality Management	Management	6	Semester	160
GES11643	Marketing Research Methods	Management	6	Semester	160
GES11683	Dissertation Project	Environmental Sciences	6	Semester	160
Group of Free Options					

### 2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Dissertation					

### 2nd Year - 4th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Dissertation					

### Conditions for obtaining the Degree:

\*\*\* TRANSLATE ME: Para aprovação na componente curricular é necessário a aprovação (através de avaliação ou creditação) das seguintes unidades curriculares: {\ }newline {\ }newline 1º Semestre: {\ }newline 3 UC obrigatórias num total de 18 ECTS {\ }newline 2 UC Optativas Livres num total de 12 ECTS {\ }newline {\ }newline 2º Semestre: {\ }newline 4 UC obrigatórias num total de 24 ECTS {\ }newline 1 UC Optativa Livre num total de 6 ECTS {\ }newline {\ }newline Para obtenção do grau, é necessário também a aprovação na Dissertação, com um total de 30ECTS, no 3º Semestre. \*\*\*

## Program Contents

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### Agro-Food Marketing (GES11684)

- 1- Evolution of Marketing and Agro-Food marketing Concept
- 2 - Understanding Customers and Agro-food Markets
- 3 - Agro-Food Marketing Management: Creating; Communicating and Delivering Values
- 4 - Understanding Dynamics and Challenges of Agro-Food Marketing



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### **Quality and Product Conservation (GES11640)**

1. Introduction and objectives
2. Characteristics of fruit and vegetables
3. Postharvest physiology of horticultural products
4. Pre-harvest factors affecting post-harvest
5. Quality and security of fruit and vegetables
6. Conservation technologies
7. Postharvest diseases
8. Minimally processed food products
9. Frozen and dehydrated food products
10. the application of high pressures in the preservation of vegetables
11. Quality and preservation of meat

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### **Consumer Behavior (GES7482)**

- 1 – Studying consumer behavior
  - 1.1 – Evolution and future tendencies
  - 1.2 – Consumer studies methods
  - 1.3 – Ethics in consumer behavior
- 2 – The consumption decision-making process
  - 2.1 – Problem recognition and information search
  - 2.2 – Alternative evaluation
  - 2.3 – Purchase and consumption
  - 2.4 – Post-purchase behaviour
- 3 – Influences to the decision making process
  - 3.1 – Individual factors
  - 3.2 – External factors
- 4 – Changing consumer behaviour
  - 4.1 – Attitudes change
  - 4.2 – Information processing

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### **Logistics and Distribution (GES11641)**

- 1 – -Introduction to Logistics and Distribution
- 2 – Distribution Evolution and Revolution
- 3 – Distribution Channels and Supply Chains Evaluation
- 4 – Steps and Conflicts on Modern Distribution
- 5 – Logistic Activities

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### **Quality Management (GES11642)**

- 1) Concept, steps and "gurus" of quality;
- 2) Impact of a Quality Management System in the life of an organization;
- 3) Certification and Standards;
- 4) The Total Quality Management (TQM);
- 5) Quality Models;
- 6) Quality Tools.



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### **Marketing Research Methods (GES11643)**

I. – Introduction

II - Methodology for Data Collection

Decision about the type of information to collect.

Methods to collect primary data.

Measure and Scale Methods.

Construction of the instrument to sample data.

Sampling method

Work Field

III - Methodology for data analysis.

Steps of the process preparation data

Statistic techniques

Some specific methods useful in Marketing

– Descriptive Statistics and Tests

- Discriminant analysis

- Analysis of Variance and Regression

- Clusters analysis

– Factorial analysis

– Multidimensional Scaling (MDS)

– Correspondence analysis

– Conjoint analysis

- Preferences analysis

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### **Dissertation Project (GES11683)**

1 - Introduction

2 - Proposal preparation

2.1 - The bibliographic research

2.2 - The methodology proposed

2.3 - The schedule