



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
GES11684M	Agro-Food Marketing	Management	6	Semester	160
GES11640M	Quality and Product Conservation	Environmental Sciences	6	Semester	160
GES07482M	Consumer Behavior	Management	6	Semester	160
Group of Free Options					

1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES11641M	Logistics and Distribution	Management	6	Semester	160
GES11642M	Quality Management	Management	6	Semester	160
GES11643M	Marketing Research Methods	Management	6	Semester	160
GES11683M	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
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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: {\}

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1º Semestre: {\}

3 UC obrigatórias num total de 18 ECTS {\}

2 UC Optativas Livres num total de 12 ECTS {\}

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2º Semestre: {\}

4 UC obrigatórias num total de 24 ECTS {\}

1 UC Optativa Livre num total de 6 ECTS {\}

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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 (GES11684M)

- 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 (GES11640M)

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 (GES07482M)

- 1 The consumer behaviour study 1.1 Evolution and future tendencies 1.2 - Marketing and consumer behaviour 1.3 Strategic applications of consumer behaviour analyses 1.4 Ethics in consumer behaviour {\}\newline
- 2 Consumer behaviour models and theories 2.1- Consumer behaviour theories 2.2 The consumer decision making process 2.2.1 - problem recognition and information search 2.2.2 - alternative evaluation 2.2.3 - purchase and consumption 2.2.4 - post-consumption processes 2.3 Information processing {\}\newline
- 2.3.1 - Perception 2.3.2 - Learning and memory 3 Influences to the consumer decision making i 3.1 Internal factors 3.1.1 Needs, motivation and desires 3.1.2 - Knowledge and other resources 3.1.3 - Personality, values and life styles 3.1.4 - Attitudes 3.1.5 - Demographic and economic factors 3.2 External factors 3.2.1- Culture 3.2.2 - Social groups 3.2.3 - Situational factors



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Logistics and Distribution (GES11641M)

- 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 (GES11642M)

- 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 (GES11643M)

- 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 (GES11683M)

1 - Introduction

2 - Proposal preparation

2.1 - The bibliographic research

2.2 - The methodology proposed

2.3 - The schedule