



Master in Life Sciences

A cooperation between
BFH, FHNW, HES-SO, ZFH

Module	Consumer Behaviour, Markets and Trade
Code	MSLS_AF-12
Degree Program	Master of Science in Life Sciences (MSLS)
ECTS Credits	5
Workload	150 h: Contact 50 h; Group Exercise 10 h; Self-study 90 h
Module Coordinator	<p>Name Dr. Phatima Mamardashvili</p> <p>Phone +41 31 848 55 46</p> <p>Email phatima.mamardashvili@bfh.ch</p> <p>Address Bern University of Applied Sciences, School of Agricultural, Forest and Food Sciences, Laenggasse 85, 3052 Zollikofen</p>
Lecturers	<ul style="list-style-type: none"> • Dr. Claude Garcia • Dr. Franziska Götze • Dr. Phatima Mamardashvili • Guest lecturers
Entry Requirements	<p>Knowledge of the principles of economics and marketing: Work through chapters 1 and 2 in Hudson (2007) and check your understanding by doing the pre-course test questions in the book.</p> <p>Basics of markets and policy in food, timber or agricultural markets.</p>
Learning Outcomes and Competences	<p>After completing the module students will be able to:</p> <ul style="list-style-type: none"> • describe and analyse the characteristics and functioning of selected agricultural, food and forest products using basic economic tools and models • explain current developments on these markets, from a perspective of producers, consumers, and investors and against the background of international trade, market structures and government policies • use economic thinking to analyse the impact of national and international policies on agricultural, food and forest products • analyze and explain the influence of selected marketing and pricing strategies • draw conclusions for the management of value chains • have an overview of the different concepts that influence consumer behavior, explain the consumer decision making process • explain the different trends and their importance in marketing • present and explain the different methods of market research, their features and their use • gain initial experience in the application of market research methods, critically evaluate market research tools
Module Content	<p>The module will deal with the following topics by drawing on examples from agriculture and forestry:</p> <ul style="list-style-type: none"> • Economic principles of production and consumption • Consumer behavior • Consumer trends • Market research • Market and price theory with applications • Economics of international trade

	<ul style="list-style-type: none"> • Framework conditions: market organizations and government policies; Characteristics of agricultural, food and timber/forest products markets in different countries, with presentation of selected case studies • Market data and market analyses
Teaching / Learning Methods	Lectures, self-study, learn-team coaching, seminars with representatives of selected industries, and organizations, as well as students' presentations and joint discussions.
Assessment of Learning Outcome	<ol style="list-style-type: none"> 1. Group work (Case study) and its presentation (50%) <ol style="list-style-type: none"> i. Knowledge and Content (based on abstract and presentation), max. points 35 Criteria: (1) Organization, (2) Background/context content; (3) Main part content; (4) Discussion/ recommendations / conclusions content; and (5) Knowledge of subject ii. Presentation skills (based on presentation only), max. points 15 Criteria: (1) Eye contact, (2) Elocution (not language); (3) Length and pace; 2. Written exam (50%), 90 minutes; max. points 50 (general part 30 points, forest part 10 points and consumer part 10 points)
Bibliography	<p>Barkley A, Barkley PW 2020. The Principles of Agricultural Economics, 3rd edition. Routledge: London/UK.</p> <p>Blackwell RD, 2006. Consumer behavior (10th ed.). Thomson/South-Western, Mason (Ohio), 790 p.</p> <p>Costanza R, d'Arge R, de Groot R, Farber S, Grasso M, Hannon B, Limburg K, Naeem S, O'Neill R, Paruelo J, Raskin RG, Sutton P, van den Belt M 1997. The value of the world's ecosystem services and natural capital. <i>Nature</i>, 387: 253-260.</p> <p>FAO 2015. The State of Agricultural Commodity Markets 2015-2016. Trade and food security: achieving a better balance between national priorities and the collective good. Food and Agriculture Organization of the United Nations: Rome/Italy.</p> <p>FAO 2022. The State of Agricultural Commodity Markets 2022. The geography of food and agricultural trade: Policy approaches for sustainable development. Food and Agriculture Organization of the United Nations: Rome/Italy.</p> <p>Hudson D 2007. Agricultural Markets and Prices. Blackwell: Malden/USA, Oxford/UK, Carlton/Australia.</p> <p>Mankiw NG 2015. Principles of Economics. Cengage Learning: Stamford/USA.</p> <p>Mooij MK de, 2011. Consumer behavior and culture. SAGE, Los Angeles, Calif. [u.a.]. (Consequences for global marketing and advertising).</p> <p>Noel H, 2017. Basics Marketing 01: Consumer Behaviour. Bloomsbury Publishing, 178 p.</p> <p>OECD/FAO (2022), OECD-FAO Agricultural Outlook 2022-2031, OECD Publishing, Paris, https://doi.org/10.1787/f1b0b29c-en</p> <p>Schiffman LG, Schiffman LG, 2015. Consumer behavior (11th ed., global ed.). Pearson, Boston. (Always learning).</p> <p>Sethna Z, Sethna Z, 2016. Consumer behaviour (3rd edition.). SAGE, Los Angeles.</p> <p>UNECE/FAO 2019. Forest Products Annual Market Review 2018-2019. https://www.unece.org/fileadmin/DAM/timber/publications/SP48.pdf</p> <p>In addition, a list with selected references and readings will be made available before the start of the module.</p>
Language	English
Comments	<p>The sequences with guest lecturers and the seminars where market studies are presented are compulsory for students. The detailed schedule with the dates of the compulsory sequences will be uploaded on Moodle 4 weeks before the start of the module.</p> <p>Attendance is compulsory</p>

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