



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	
<b>ACADEMIC YEAR</b>	
<b>ANNO ACCADEMICO EROGAZIONE</b>	
<b>SUBJECT</b>	
<b>CODE</b>	
<b>SCIENTIFIC SECTOR(S)</b>	
<b>HEAD PROFESSOR(S)</b>	GALATI ANTONINO      Professore Associato      Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	
<b>CREDITS</b>	
<b>PROPAEDEUTICAL SUBJECTS</b>	
<b>MUTUALIZATION</b>	
<b>YEAR</b>	
<b>TERM (SEMESTER)</b>	
<b>ATTENDANCE</b>	
<b>EVALUATION</b>	
<b>TEACHER OFFICE HOURS</b>	<b>GALATI ANTONINO</b> Monday    14:00    16:00    Dipartimento SAAF, Edificio 4, Ingresso A, Piano 1, Ufficio 33 Wednesday 11:00    13:00    Sede del Corso di Laurea in Viticoltura ed Enologia - Studio 3 AGR/01

<b>PREREQUISITES</b>	no pre requirement
<b>LEARNING OUTCOMES</b>	<p>Knowledge and understanding            Knowledge of the basic principles of strategic and operational marketing and of the main environmental certifications needed for a correct interpretation of the socio-economic-business needs of firms operating in the agri-forestry sector.</p> <p>Applying knowledge and understanding            The analytical tools provided, will enable students interpreting and making judgments for a sustainable management of the firms, to identify the main constraints that involve the re-orienting of these firms in the market, to identify the most appropriate management systems in relation to the socio-economic context..</p> <p>Making judgments            The tools provided will enable the students to follow the procedures for obtaining an environmental certification and a clear assessment of the implications and results achieved following the implementation of an environmental management system that can affect the performance of the same firm.</p> <p>Communication skills            Students will be able, using a specific economic language, to discuss studied and analyzed topics, framing them in the current process of change which affects the agro-forestry industry in the European and international context. They, will also have the ability to expose the main concepts of the strategic and operational marketing, with particular reference to the environmental certifications, and will be able to highlight the impacts of these tools on the business performance.</p> <p>Learning ability            Learning skills acquired throughout the course will be evaluated through practice exercise at the end of an instructional unit, and working group that require a personal detailed study.</p>
<b>ASSESSMENT METHODS</b>	<p>Learning skills acquired throughout the course will be evaluated through practical exercises at the end of an instructional unit, and working group, that require a personal detailed study. It is, also, expected a final assessment which consists of an oral exam that consists of an interview concerning the topics studied. This final examination based on open questions is aimed at to evaluate, in addition to knowledge of the candidate and his ability to apply them, even the possession of an appropriate scientific language.</p> <p>The final assessment, expressed in thirtieths, will be formulated on the basis of the following conditions:</p> <p>a) Basic knowledge of the strategic and operational marketing principles and environmental certifications, limited ability to apply themselves in new situations, sufficient capacity for analysis of the presented phenomena, exposure capacity not sufficiently articulated (18-21 rating);</p> <p>b) good knowledge of the strategic and operational marketing principles and environmental certifications, ability to apply them independently in situations similar to those studied, discrete analysis capabilities of the presented phenomena, discrete exposure capacity (22-25 rating);</p> <p>c) in-depth knowledge of the strategic and operational marketing principles and environmental certifications, ability to apply them in different conditions, but not always readily and following a linear approach, good capacity of analysis of the presented phenomena and exposure capacity (26-28 rating);</p> <p>d) deep and widespread knowledge of the strategic and operational marketing principles and environmental certifications, ability to apply them promptly and correctly to different socio-economic conditions, excellent analytical skills of the presented phenomena, mastered of managerial language (29-30L vote).</p> <p>The final evaluation take into account to the active participation of students in lectures, practical exercises and activity carried out in the form of participation in working group, to the extent of 40% of the final evaluation itself.</p>
<b>EDUCATIONAL OBJECTIVES</b>	<p>The aim of the course is to provide an overview of the general principles of strategic and operational marketing and of the binding and voluntary tools to manage in a sustainable way a firm in order to identify the differences between the burdens and the voluntary choices of the firms in environmental matters.</p> <p>The issues related to eco-certification and voluntary standards such as UNI EN ISO 14001, the EMAS EU Regulation and the FSC and PEFC Certification Systems will be further investigated.</p>
<b>TEACHING METHODS</b>	<p>The course is semestral and takes place in the second semester of the second level Italian degree course in Forestry and Agro-Environmental Science and Technology, Curriculum "Management of Forest System" and curriculum "Protecion and Valorization of Rural Areas". The teaching activity is developed through lectures, practical exercises, and working group. In particular, the practical exercises are designed to test the ability to apply knowledge and are a useful training to the ultimate test examination, they are addressed to provide to</p>

	the student a more in-depth understanding of environmental issues and possible marketing strategies to be adopted in order to ensure sustainable process management. Finally, working group can help students develop a host of skills in the field of the strategic marketing that can be implemented into the agro-forestry firms through the application of an individual certification process.
<b>SUGGESTED BIBLIOGRAPHY</b>	Materiale fornito durante il corso Material provided during the course

## SYLLABUS

Hrs	Frontal teaching
4	General marketing concepts. Marketing management. Market coverage strategies: market segmentation and differentiated marketing. Strategic Marketing and Operational Marketing. Operational marketing actions
2	European Environmental Legislation
4	Environmental management tools. Development of the business strategies in the environmental field: new management models and clean technologies. Problems and perspectives for the spread of environmental certification systems in the agri-forestry sector
4	Environmental certification systems. General guidelines for the environmental certification. Concepts of Accreditation Body, Certification Body, Accreditation Area, Environmental Certification Statistics. Environmental management systems
8	Eco-Management and Audit Scheme (EMAS), UNI EN ISO 14000 and its revisions, Environmental Product Labels: Ecolabel. Forest certifications: PEFC and FSC
Hrs	Practice
8	Practical exercises (Examining a procedure for obtaining an environmental certification) and working group