ESSENTIALS

- The MOOC is divided in **MODULES** (13 modules).

- Each module includes at least 1 hour of recorded material.

- Each module is divided in **LESSONS** (or **clips**).

- Each lesson should be between 10 and 20 minutes of recorded material.

- Each lesson must achieve 1 to 2 learning objectives :
  (the standard formulation of the learning objective is: after completing this
  lesson students will be able to…remember/explain/analyze/assess/create…).

- Leaning objective(s) is (are) written and explained at the beginning of each lesson.

- Each lesson must be accompanied by 1 to 3 multiple choice questions
  to be inserted within the lesson (depending on the length of the lesson).

- Multiple choice questions must have **5** possible answers.

- A **full SCRIPT** for each lesson is needed.

- Slides need to be in the official format (attached):

  o Keep your slide clean. Do not write long sentences. Try to avoid full sentences.
  o Font for text **ARIAL 18**
  o Font for title **ARIAL 24**
  o Make sure you have **copyrights** on the images and pictures your insert.
  o We do not have a common framework for tables.
    Depending on your material we will develop one as needed.

  o Your **face** shows up on the right lower corner of the slides, so you
    need to leave space for that (already taken care of in the official format).

Title	**Food quality and the organization of the agro-food value chain**

Course description	The educational goals of the MOOC are to present how the agro-food value chain approaches the challenge of constantly improvingits competitiveness by producing high quality food and products and also aiming to attain greater sustainability.
	In particular, aspects considered in the MOOC are:
	  - Quality and consumers
	  - Market research
	  - Asymmetric information about quality
	  - Food labeling
	  - Branding and brand value
	  - Brand personality
	  - Geographical Indicaitons
	  - Innovation and quality
	  - Corporate social responsibility
	  - Introduction to incentive proglems
	  - Pricing schemes for cooperative
	  - Industrial standards

Trailer	Explains E+ project MAFE in the context of strategic partnership. Introduces the lecturer and the content of the course.
Requirements	Introductory bachelor level course in microeconomics (*Varian, Introduction to microeconomics*; Nicholson, Microeconomic Theory: Basic Principles and Extensions)
Target market	Advanced bachelor class (keep it to the level of an introductory course to a master level)

<u>Summary of modules and responsible institution:</u>

Partner	In charge of modules
UNICAS	1. Intro 2. Quality and consumers 11. Introduction to incentive problems 12. Pricing schemes for cooperative
SRUC	3. Market research 13. Industrial standards
UCD	6. Branding and brand value 7. Brand personality
WURL	9. Innovation and quality 10. Corporate social responsibility
TUM	1. Intro 4. Asymmetric information about quality 5. Food labeling 8. Geographical Indications

Module	Content	Learning Objectives…students will be able to…
Module 1	**Introduction** • Challenges and trends (based on Caswell et al, Young and Hobbs, Fulponi) • Importance and definition of quality	• How supply chains have been changing due to a number of drivers and moving from supplying commodities to products, where the concept of quality is key • Explain the meaning of quality in the agro-food sector
Module 2	**Quality and consumers** • Consumer choice • Product positioning	• Understand and explain consumer choices in a differentiated market • Explain the main problems a firm face when defining the positioning of a product • Explain the theoretical foundations of consumer value • Explain firm's perspective about information asymmetries • Explain the importance of market research for product positioning.
Module 3	**Market research** • Market research and its usefulness • Market research data • Analysis market research data	• Explain what is market research and why and for what it is needed • Describe the different types of data used in market research and how they are collected (revealed data vs stated data, focus group, depth interviewing, face-to-face interview, economic experiments etc.) • Describe the most common methods used to analyze market research data (i.e., common methods used in descriptive analysis, bivariate analysis and multivariate analysis)

	Advanced topics (asymmetric information)	
Module 4	**Asymmetric information about quality** • The notion of asymmetric information and market failure • Product attributes, their classification	• Explain the concept of asymmetric information and the concept of market failure • Explain the classification of goods based on the ability of consumers to acquire the information needed to assess the good's attributes
Module 5	**Food labeling** • Labels as a tool to solve market failures due to asymmetric information • Reputation mechanisms based on trust and signaling	• Explain which market-based mechanisms are used to alleviate/solve market failures (for each type of product) • Explain the concept of firm reputation
Module 6	**Price and quality perceptions** • Price as a signal for quality • Pricing tactic and consumer psychology	• Explain the quality signaling effect of prices and the use of reference pricing • Discuss the implication of consumer psychology and quality perceptions on pricing tactics
Module 7	**Brand personality and brand value** • Brand personality • Brand value	• Explain the dimensions and use of brand personality • Give examples in the food sector • Explain consumer based brand equity
Module 8	**Geographical Indications (as example)** • Geographical Indications (GIs) products • GI protection in the EU • GIs' relevance in the EU	• Explain the notion of 'Geographical Indication' (GI) • Explain key facts of the protection of GIs in the EU (and their economic implications) • Explain the importance of the GI sector in the EU market

	Advanced topics (Innovation)	
Module 9	**Innovation and quality** • The economics of innovation • Innovation generation models • Innovation: drivers and barriers	• Explain the definition of innovation and state the differences between the many types of innovations • Explain how innovations are generated and how sectorial characteristics affect the innovative outcome. • Explain drivers and barriers of innovation in the agro-food sector
Module 10	**Corporate social responsibility** • Corporate Social Responsibility (CRS) in the Agro-food sector	• Explain the notion of Corporate social responsibility (CSR) • Explain its relevance for food companies • Explain its dependence with the economy, the environment and the society
	Advanced topics (Coordination)	
Module 11	**Introduction to incentive problems** • Coordination and design attributes • Forms of coordination • Contracts • The incentive problem	• Describe the coordination continuum • Explain when coordination is profitable • Explain the different perspectives between legal studies and economic theory about contracts • Identify possible incentive conflicts
Module 12	**Pricing schemes for cooperatives** • Quality as a joint effort • Misaligned incentives • Solving the incentive problems (the role of information)	• Explain that contract design can solve • Explain why information is important in contract design • Explain how compensation schemes can align incentives

| Module 13 | **Industrial standards**
• Transaction costs
• Standards and metasystems
• Examples | • Explain the notion of transactional cost and its relevance in the context of supply chains with a growing level of vertical coordination to reach optimal industrial quality levels.
• Explain the concept of standards and the different type of standards
• Explain that standards can be aggregates in meta-standards or meta-systems.
• Some examples of meta-standards and meta-systems. |