



Module Description

LLP ERASMUS INTENSIVE PROGRAMME

Ecological production systems for environmental and human health (EPSEN)

Module title: Marketing and economics of organic production

Name of university teacher: Ing. Jan Moudrý, Ph.D.

Objectives of the module: The objective of module is to provide basic information about problematic of marketing of organic production and it's economical aspects.

Module content:

- general introduction
- market with organic production
- organic production marketing specifics
- SWOT analysis in farm structure and marketing of production planning
- marketing plan - creation of bioproduct

Learning outcomes and competences:

Basic knowledge about marketing of organic production, knowledge of methods used in marketing of organic products, ability to use SWOT analysis and create basic marketing plan of organic production distribution, knowledge of basic social aspects connected with organic production

Recommended reading and useful links:

<http://www.ifoam.org/>
<http://www.fao.org/organicag/en/>
<http://www.quickmba.com/strategy/swot/>
<http://www.netmba.com/strategy/swot/>

Teaching methods:

Presentation of teacher and discussion with student