

**UNIVERSIDADE DE SÃO PAULO**  
**FACULDADE DE ECONOMIA, ADMINISTRAÇÃO E CONTABILIDADE DE RIBEIRÃO PRETO**  
**PROGRAMA DE DISCIPLINA**

<b>Lective year:</b>	2019	<b>Semester:</b>	Second Semester
<b>DISCIPLINE:</b>	Strategies and Marketing for Agribusiness Companies (Agribusiness II)		
<b>CODE:</b>	RAD 2402	<b>Courses</b>	Business Administration
<b>Number of Credits: 2</b>	<b>Classes:</b> 1	<b>Work:</b>	<b>Total work load:</b> 30h/year
<b>Course Nature:</b>	Elective Discipline		
<b>Professor in Charge:</b>	Prof. Dr. Marcos Fava Neves		
<b>Assistance to students</b>	Sala: FEA-RP, Bloco C, Sala 64 - make appointments by email favaneves@gmail.com		

**1. Objective:**

The objective of the course is to show the students the major concepts and trends connected to agri-food companies, mostly related to strategy and marketing.

**2. Specific Objectives and Program:**

- ✓ The Food Company as a Network
- ✓ Interorganizational Relationships and Contracts (Governance)
- ✓ Sustainability, Smallholders and Social Inclusion
- ✓ Food Consumer
- ✓ Demand Driven Organizations
- ✓ Go to Market Strategies and Vertical Structures
- ✓ Supply Chain (Sourcing) Strategies
- ✓ Innovation and New Concepts
- ✓ Communication in Agribusiness Companies
- ✓ Creative Pricing Strategies
- ✓ Value Creation, Capture and Sharing (VCCS)
- ✓ Agribusiness and Food Business Cases

**3. Method:**

The course assumes that the student will perform extra-class activities regularly, mainly readings and guided exercises. In the classroom there will be lectures followed by discussions of current problems. Monitored activities (without the physical presence of the teacher) are also provided for in this course.

**4. Evaluation:**

- 1 – SUBJECTIVE GRADING (15%) – Subjective evaluation based on beforehand reading, presence and participation in class, both during the theoretical discussions and the group activities. Short group and individual works will be evaluated as well, ranging from the making of papers to the presentation of texts and cases.
- 2 – GROUP WORK (15%) – Seminars to be held by the students about subjects related to the course.
- 3 – FINAL TEST (70%) – Written test with all the content of the course

**5. Readings:**

NEVES, M. F. *The Future of Food Business* – World Scientific, 2014, 278 p. – all materials will be provided

**Supplementary:**

GUNDERSON M.A., BOEHLJE M.D., NEVES M.F., and SONKA, S.T. Agribusiness Organization and Management. In: Neal Van Alfen, editor-in-chief. Encyclopedia of Agriculture and Food Systems, Vol. 1, San Diego: Elsevier; 2014. pp. 51-70.

VANKATESAN, R.; FARRIS, P.; GUISSONI, L.G. & NEVES, M.F. – Consumer Brand Marketing Through Full and Self Service Channels in a Emerging Economy – Journal of Retailing, 91 – 4 (2015) 644-659

NEVES, M. F., CHADDAD, F. R. – The Benefits of Sugarcane Chain Development in Africa – International Food and Agribusiness Management Review (IFAMR) – International Food and Agribusiness Management Association (IAMA), fev. 2012, pag 159-166. ISSN 1559-2448 (Volume 15, Issue 1).

NEVES, M.F.; GOMES, C. C. M. P.; TROMBIM, V.G. Financing Chain Associations. Revista International Food and Agribusiness Management Review – IFAMR. Disponível em <<https://www.ifamr.org/>>, College Station, Texas A&M University-Department of Agricultural Economics/Estados Unidos, v. 14, edição 4, p. 215-225, 2011.

BARCELOS, Marcia Dutra; SAAB, Maria Stella de Melo; PÉREZ-CUETO, Frederico A.; PERIN, Marcelo ; NEVES, Marcos Fava; VERBEKE, Wim. Pork Consumption in Brazil: Challenge and Opportunities for the Brazilian Pork Production Chain. Journal on Chain and Network Science. Holanda, v. 11, n. 2, p. 99-113, 2011. DOI: 10.3920/JCNS2011.Qpork3.

NEVES, M.F.; TROMBIN, V. G.; CONEREJO, M. A. A Method for Strategic Planning of Food and Bioenergy Chains (CHAINPLAN) Applied to the Sugarcane Chain in Brazil. *Journal on Chain and Network Science*. Holanda, v. 10, n. 3, p. 193-206, 2010. DOI: 10.3920/JCNS2010.x186.

NEVES, M. F. An Innovative Approach for Planning International Investments. *International Research Journal Problems and Perspectives in Management – Business Perspectives Publishing Company, Innovative marketing*, Issue 1, 2011, Ucrânia.

NEVES, M.F. The 2020 Strategic Marketing Agenda. *Revista Journal Innovative Marketing*. Disponível em <[http://www.businessperspectives.org/component/option,com\\_journals/task,issue/id,144/jid,5/Itemid,74/](http://www.businessperspectives.org/component/option,com_journals/task,issue/id,144/jid,5/Itemid,74/)>, Ucrânia, v. 6, edição 3, p. 63-70, 2010.

NEVES, M.F., SCARE, R. F. – Defining an Agribusiness Strategic Agenda for 2010-2020 – *International Food and Agribusiness Management Review – International Food and Agribusiness Management Association (IAMA)*, fev. 2010, pag 83-90. ISSN 1096-7508 (Volume 13, Issue 1).

NEVES, M.F. – The Food Chains Environment and the Role of China and Brazil Building a “Food Bridge” – *Journal Emerald - China Agricultural Economic Review - CAER-Jul-2009-0073.R1 – Emerald Publishing*, 2010, 12 pag. ISSN 1756-137x (Volume 2, Issue 1).

CONSOLI, M. A.; NEVES, M. F. A Method for Building New Marketing Channels: the Case of “Door-to-Door” in Dairy Products. *Direct Marketing: An International Journal*, Emerald Insight Publishing Company, v. 02, n. 3, p. 174-185, 2008. DOI: 10.1108/17505930810899320.

NEVES, M. F. Strategies for Solving the Food Inflation Problem, *International Food and Agribusiness Management Review (IFAMR) – The Official Journal of the International Food and Agribusiness Management Association IAMA*, v. 11, issue 3, 2008, Estados Unidos da América

## 6. Program:

Date		TOPICS	Readings
05/08	01	The Food Company as a Network	Neves, 2014 Chapters: 36, 38
12/08	02	The Food Company as a Network & Interorganizational Relationships and Contracts (Governance)	Neves, 2014 Chapters: 36, 38, 40, 58
19/08	03	Food Consumer	Neves, 2014 Chapters: 8, 31, 32
26/08	04	Demand Driven Organizations	Neves, 2014 Chapters: 33, 34, 35
02 a 07/09		Semana da Pátria. Não haverá aula	
09/09	05	Go to Market Strategies and Vertical Structures	Neves, 2014 Chapters: 45, 46, 47, 48, 49
16/09	06	Go to Market Strategies and Vertical Structures	Neves, 2014 Chapters: 45, 46, 47, 48, 49
23/09	07	Go to Market Strategies and Vertical Structures	Neves, 2014 Chapters: 45, 46, 47, 48, 49
30/09	08	Supply Chain (Sourcing) Strategies	Neves, 2014 Chapters: 41
07/10	09	Value Creation Capture and Sharing (VCCS)	Neves, 2014 Chapters: 53, 54, 55
14/10	10	Innovation and New Concepts	Neves, 2014 Chapters: 43, 44, 56, 39
21/10	11	Communication and Food Marketing Trends	Neves, 2014 Chapters: 59, 60
28/10		Consagração ao Funcionário Público. Não haverá aula	
04/11	12	Creative Pricing Strategies	Neves, 2014 Chapters: 52
11/11	13	Sustainability, Smallholders and Social Inclusion	Neves, 2014 Chapters: 27, 28, 29, 30, 66, 67, 68
18/11	14	Sustainability, Smallholders and Social Inclusion	Neves, 2014 Chapters: 27, 28, 29, 30, 66, 67, 68
25/11	15	Final Test	
02/12		Possible Substitution Class	