

STRATEGIES AND MARKETING FOR AGRIFOOD BUSINESSES

1ST LEVEL



EDITION XVIII A.Y. 2024 – 2025

PRESENTATION

The Master in *Strategies and Marketing for Agrifood Business* represents one of Ca' Foscari's most prestigious Master programs. Its organization is carried out by Ca' Foscari Challenge School and it is proposed by the Venice School of Management, an Equis accredited School of Management where rigorous research and the engagement with the world of practice sustain innovative and transformative executive education. Surrounded by Venice's historical and cultural wealth and an engaged partner and interlocutor for stakeholders in the food sector in the North East of Italy, VSM distills the lessons learned in its research and in the collaborations with firms and institutions into an effective and actionable toolkit for the agrifood managers of the future. The master program is designed to equip aspiring professionals with the knowledge, skills, and network needed to thrive in the agrifood sector and its diverse value chains, especially in a moment wherein food systems and their firms are required to:

- increase the sector's environmental, social, and economic sustainability;
- Face the ever changing global demand, whose attention has turned to food quality, traceability, symbolic value, sustainability, healthiness, integration with local cultures and territories;
- Leverage on up-to-date strategic and marketing approaches to thrive in front of rapidly changing markets, a global scenario ripe with uncertainty, and social expectations to manage the intersection between social and ethical imperatives and the growing search for meaningful consumption experiences;

- Become fluent in the use of digital tools to productively interact and transact with younger consumers inhabiting an omnichannel world and to gain efficiency and effectiveness in production, distribution, logistics and retail while reducing food and wine footprint;
- Strengthen the connection between food and wine production and the territories it insists on, as a way to favor local development through rural and Eno-gastronomic tourism.

Firms in the agrifood industry expect executive programs to cater to their need for novel professional figures and competence profiles sitting at the interface between specialized knowledge on the sector's logics and dynamics, up-to-date managerial skills, command of digital technologies, a profound sensitivity for the cultural and symbolic aspects of food and wine production and promotion.

Our program aims at training a select group of young international talents to respond to these calls from companies in Italy, in Europe and elsewhere. The localization of the program represents a plus: Italy and the Northeast of Italy in particular represent an ideal context to be exposed to the latest trends in the evolution of agrifood and to get in touch with leading professors, researchers, experts and firms.

Practical experience is at the heart of the program, enabling students to immerse themselves in the business world through applied research projects (On-Site Training Days and Open Innovation Laboratories)

The objective of the program is to train a selected team of high-potential talents to be employed in the fields of food and wine promotion and valorization, marketing and digital marketing, strategic and business model innovation, sustainability strategies, hospitality and food-related tourism

**SINGLE AND
DOUBLE DEGREE
OPPORTUNITIES:
THE PARTNERSHIP
WITH EM
STRASBOURG
BUSINESS SCHOOL,
ETWAM**

Students can apply to VSM for the one-year program.

In addition to the one-year track, the School offers an invaluable opportunity to candidates aspiring to strengthen their ability to play a leading role in responding to the sector's challenge and to move across the various dimensions of the industry. Candidates can in fact opt for a double degree track. VSM offers a double degree title in partnership with the EM Strasbourg Business School, a leading, European, triple accredited institution. Students who will opt for this track when submitting their candidature will embark in a two-year journey that will complete their competencies with up-to-date skills and knowledge in Sustainable European Wine Tourism.

This dual degree European master's program offers a unique combination of expertise in management, entrepreneurship, innovation, marketing, and digitalization specifically adapted to the tourism, wine, wine tourism, and agrifood industries in France and Italy.

Students will gain a holistic understanding of the challenges, opportunities, and trends in these dynamic industries, while developing business, leadership, and decision-making skills.

In detail, students selecting the double degree track will master the skills of marketing and strategy for the sector in year 1 in Venice and will then take part into a year of study and active working experience in Strasbourg, Alsace. The 2-year Program will not have any additional fees: students will pay 8.000€ for the entire 2-year experience. Please also note that, while personal expenses, room and board, and travel costs will not be covered by

the program fee, students can expect to earn a stipend for their apprenticeship in Strasbourg.

WHY STUDY WITH US

- **Industry-Relevant Curriculum:** Our curriculum is carefully crafted to address the unique challenges and opportunities of the food and wine industry, covering areas such as supply strategy, marketing, entrepreneurship, sustainability, and more.
- **Expert Faculty:** Learn from renowned experts, industry practitioners, and leading academics who bring real-world experience and insights into the classroom.
- **Hands-On Learning:** Gain practical experience through case studies, industry projects, internships, and study trips to prominent food and wine regions.
- **Global Perspective:** Immerse yourself in a multicultural learning environment and expand your global network through interactions with classmates, alumni, and industry partners from around the world.
- **Career Development Support:** Benefit from personalized career coaching, networking events, and access to our extensive alumni network to accelerate your career in the food and wine industry.

OBJECTIVES

The program is highly and genuinely interdisciplinary and aims at interesting a team of talents coming from diverse backgrounds (economics and management, the humanities, science and technology) committed to master the diverse conceptual tools and practical approaches to play a leading role in the evolution of the sector. More specifically, students will be exposed to themes such as business model innovation and strategic change in the agrifood sector, digital technologies implications and impacts on firms and the industry, novel market trends and innovative approaches to consumer relations, novel retail and distribution strategies, internationalization strategies and tactics, development of rich and immersive experiences in food and wine regions and locales, sustainable transitions of food systems, promotion of the history and traditions of food and wine locales. Exploring the intersections among these diverse fields requires a hands-on approach: while students will be equipped with rigorous conceptual frameworks by academics and practitioners forming the faculty of the master, a relevant part of the learning experience passes through on-site visits and hands-on learning, case studies and interactions with experts and practitioners, open-innovation laboratories and challenges launched by firms. At the end of the program students will take part into an internship experience in one of the program's partner firms (for double degree students's internship requirements, see next section).

SYLLABUS

The program revolves around macro-modules articulated in smaller units dealing with specific facets of the industry and firms' operations and strategies. The macromodules are structured as follows.

EUROPEAN AGRIFOOD INDUSTRY AND MARKETS

Objective: The module aims at introducing students to the industry's development trajectories, to the structure of agrifood markets in Europe, to the logics and evolutionary paths of the industry, with a particular attention to the implications of regulation, novel consumer behaviors, policies.

Specific attention will be dedicated, thanks to specific units, to legal aspects in the agrifood industry, European agrifood industry and markets, European policies for the agrifood markets.

Course hours: 48

MARKETING AND MANAGEMENT FOR THE MADE IN ITALY AGRIFOOD (MARKETING AND DIGITALISATION)

Objective: The module aims at aligning the class with the potential of digital technologies to re-orient the development of firms, value chains and the sector. In particular, the module will deal with the evolution of consumer behavior in digital environments, with the digitalization of business models and with the strategies and tactics to communicate in online environments

Course hours: 80

MANAGEMENT, INNOVATION AND ENTREPRENEURSHIP

Objective: The module trains students in the logics underlying the formulation of strategies in the agrifood sector and builds the skills that are required to appraise alternative development paths. The core units of the module deal with business model innovation, technological innovation, entrepreneurship and firm creation, internationalization and export.

Course hours: 92

FOOD AND CULTURAL HERITAGE

Objective: The module delves into the determinants of the symbolic value of food and wine, in particular their connection to traditions, territories and cultures. The module is articulated in units that will deal with the global history of food, with the role of food in international relations and as an enabler of social relations, on the sensory characteristics of food and wine on their origin in the physical surroundings of food and wine production. One unit of the module will allow to access the Wset level 1 certification.

Course hours: 36

INNOVATION LABORATORY, PROJECT WORKS AND SOFT SKILLS LAB

Objective: During the year, students will be engaged in three streams of activities designed to increase their skills and abilities to deal with real-world situations and to properly inhabit food and wine firms in the future. The first stream is a laboratory on soft skills wherein students will learn techniques related to effective communication, negotiation, impression management and leadership. The second is a year-long open innovation laboratory wherein teams of students will collaborate to develop creative and feasible solutions to challenges launched by firms that partner with the program. The third stream is a series of site – visits where students will directly learn the technicalities and specificities of different value chains (wine, oil, milk and cheese, meat and other).

Course hours: 144

DURATION AND ACADEMIC CREDITS (CFU)

The Master is a one-year program offering the opportunity to enter, waived of fee, a second year in Strasbourg. It consists of:

- **400 contact hours** including classes, site visits, open laboratories;
- **250 hours – internship** or project work (for students already employed or for those opting for the two year double degree program);

- **1500 hours total amount of working hours** including individual study and preparation of the final dissertation;
- **60 CFUs** awarded.

QUALIFICATION ISSUED

Students who have attended the didactic activities, completed the internship activities and passed any mid-term and final tests will be awarded with the qualification of **1st Level Master's Degree in Strategies and Marketing for Agrifood Businesses**.

Students opting for the double degree program in collaboration with EM Strasbourg Business School will be recognized the two diplomas at the successful completion of both years.

COURSE PERIOD

OCTOBER 2024 – JUNE 2025

COURSE CALENDAR

October 28th- April 2025: classes. The master is full-time, with lessons and activities usually taking place Monday to Thursday. Variations to the weekly calendar might verify for laboratories and site visits. Classes will start at 9.30 and close at 4.30.
April-June: internship or project work and final dissertation.

TEACHING METHOD

Blended: up to 30% of course contents might be delivered online.

LANGUAGE

English

ATTENDANCE

Attendance is compulsory for 70% of total hours and will be monitored by the master's staff. Award of the degree is conditional on completion of activities, including any intermediate examinations, internship/project work and final examination.

COURSE LOCATION

Ca' Foscari Challenge School
via della Libertà 12, 30175 Venezia (Parco Vega).
Online.

ADMISSION REQUIREMENTS

FIRST LEVEL
/ Degree / Old system university diploma
/ Three-year bachelor's degree
/ Equivalent foreign university qualification, following approval from the Teachers' Board
/ Level B2 English or certificate/experience confirming an equivalent knowledge of English, and basic knowledge of French language.

ADMISSION APPLICATION

Candidates must fill in the on-line admission application, the details of which are defined under article 3 of the University's Call for Applications. Only applications accompanied by all the required documentation will be considered. The Call for Applications and relative attachments can be downloaded from the Master's web page.

SELECTION PROCEDURE

A specially appointed commission will assess the candidates through analysis of their CVs and qualifications and a possible face-to-face or video conference interview (date, time and location will be communicated in advance by email).

Within the framework of the selection, the evaluation criteria will be: academic qualification, professional experience, knowledge relating to the field of the master's programme and motivation. Please refer to the Master's Programme's dedicated webpage for information about applying for any scholarships.

GRADUATE ELIGIBILITY

Students who are just about to graduate may also be admitted onto the course, provided that they earn their qualification within one month from the start of the course. In this case, the enrolment in the Master's may only be finalised after the valid qualification for admission has been awarded. At the discretion of the Teachers' Board, students without undergraduate degrees may audit the courses and will be awarded an attendance certificate.

AVAILABLE PLACES

The activation of the Master's program is subject to reaching the minimum number of enrolled students required by the organizational structure.

COURSE FEES:

8.000,00€

/ 1st instalment by **22/09/2024**: € 4,016.00 (inclusive of duty stamp of € 16)*

/ 2nd instalment by **30/03/2025**: € 4,000.00

* *The cost of the revenue stamp is not refundable.*

SELECTION FEE:

€ 36 (inclusive of duty stamp of € 16)

Not refundable, to be paid by **5 September 2024** when submitting the application of admission, through PagoPA. Failure to pay the selection fee will result in exclusion from the selection process and from admission to the Master's Programme.

STUDY SUPPORT

Information on possible scholarships to cover totally or partially the enrolment fee, if given, are updated on the Master's Programme web page on the website. Loans are available from the University's partner banks (for more information: <http://www.unive.it/pag/8560/>).

ENROLMENT

ADMISSION APPLICATION SUBMISSION (online procedure, Call for Applications, art. 3) by **5 September 2024**

SELECTION RESULT ANNOUNCEMENT by **13 September 2024**

ENROLMENT COMPLETION (online procedure, Call for Applications, art. 6) by **22 September 2024**

DIRECTOR

Prof.ssa Christine Mauracher, Università Ca' Foscari Venezia

ACADEMIC COORDINATOR

Prof. Vladi Finotto

INFORMAZIONI

For general information about the Master's program, enrollment procedures, access methods, and internships, please contact the Master's Project Manager. For further details on the teaching methods and the curriculum, you can schedule an appointment with the Director and alternatively with a member of the Master's Academic Board.

Master's Project Manager

Dott. Lorenzo Paolini Manfredi

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Ca' Foscari Challenge School - Administration Office

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