



Examples of implementation of EPOS approaches in the teaching programmes of participating universities: Universidad Politécnica de Madrid (UPM)

AGRICULTURAL ENGINEERING SCHOOL. UNIVERSIDAD POLITÉCNICA DE MADRID

Course title: AGROFOOD MARKETING. (PRACTICAL ACTIVITIES).
PROBLEM SOLVING PROJECTS

ECTS: 3 ECTS

Course form: Elective

Lectures: 12 hours

Practical: 36 hours

Level: BSc. Graduado en Ingeniería y Ciencia Agronómica.

Semester: 5. Spring term.

Language: Spanish

Lecturer: Prof. Teresa Briz

Teacher's e-mail address: teresa.briz@upm.es

Description: The aim of this course is to learn about the practical problems faced by different stakeholders of the organic food value chain and how marketing strategies can help solve some of their problems.

Students will be divided in several groups, depending on the number of companies (producers, processors, stores, etc..) and they will cooperate with them conducting a real project in the organic sector.

Students will follow a plan and will learn the skills that are needed to provide alternatives to the current problems of stakeholders.

After completing the course students will be able to recognize and apply different strategies in different work fields, they would have learned good practices of project management and leaned leadership skills. Students are expected to practice team work following the phases of the problem solving projects.

Assessment:

Presentation of the innovative product and/or the solution provided to the company by each group of students