

Professor name	Giovanni LAGIOIA
Master in	Marketing
Academic year	2013 - 2014
Semester	II
ECTS / CFU	6
Scientific Area Code	SECS-P/13

Course unit title: Commodity Science of Food (a.a. 2013/2014)
(Prof. LAGIOIA Giovanni)

University of Bari Aldo Moro
Master in Marketing

Admission criteria

None

Aims of the course

The course aims to provide knowledge and skills for the evaluation of food products by analysing their production cycles and their features. Particular attention will be paid to the requirement of safety, which is a pre-requisite of food product quality. In this context, notions will be provided on the systems of certification systems and traceability (European labels). Innovative foods will be analysed, as functional foods, which have found broader spread alongside the traditional foods, and sweeteners, replacing sugars, in their different typology.

Course content

Foods: nutritional aspects and their classification;

Food security: food labels and nutritional features;

Food products traceability:

Innovative foods:

- Caloric and no-caloric sweeteners;

- Last generation of functional foods;

The food quality: EU Community trade-marks;

Organic Foods;

POD, IGP and AS standards;

Apulian local produce.

Study material

Bibliografia

G. Lagioia, "Lecture note".

M.L. Mecucci e M. Del Duca "Merceologia dei prodotti alimentari", F. Angeli, Milano, 2002.

M. Vallettrisco e I. De Clemente: Nuovi prodotti e sicurezza nel settore alimentare”, G: Giappichelli editore, Torino, 2000.

M. Proto, “Merceologia e tutela del consumatore, un contributo all’interpretazione delle differenti dimensioni della qualità”, G: Giappichelli editore, Torino, 2006.

Teaching methods

- Direct contact
Lectures: Yes
Tutorials: Yes
- Personal work
Case studies – in group: No

Assessment methods

- Assignment: No
- Written without oral presentation: No
- Oral presentation: Yes

This course is in e-learning Web Site area: No