

M.Sc. in Marketing for the Agro-Food Sector



Curriculum

Semester 1

- Entrepreneurship
- Consumer Needs and Trends
- Innovative Technologies for Sustainable Agricultural Systems
- Bioinformatics/Genomics
- Research Methods and Data Management

Semester 2

- Food Marketing & Branding
- Domestic & International Sales
- International Commercial Terms & Law
- Advanced Operations Management
- Management Accounting/Costing

Semester 3

- Digital Marketing
- Academic Research for Business
- Advanced topics in Logistics and Transport

Semester 4

- Dissertation

The **Master of Science (M.Sc.) in Marketing for the Agro-Food Sector** is an academic program focused on developing marketers and business people in agricultural and food related industries in Greece and internationally.

Career Opportunities

In addition to becoming entrepreneurs, independent consultants and trainers in the agro-food sector, graduates follow a range of career paths in the agricultural and food sectors, including:

- Marketing or Digital Marketing Manager
- Produce and Processed Food Buyer
- Export and National Sales Manager
- Procurement, Supplier, or Operations Manager
- Packaging and Logistics Manager

Employers include large and small businesses in the primary sector, food processing and trading companies, or third-party logistics organizations. Being a division of the American Farm School (AFS) of Thessaloniki, Perrotis College graduates are able to capitalize on the large network of successful AFS graduates who hold high level positions in business and industry.

Admission Requirements

- A Bachelor of Science (B.Sc.) degree
- Demonstrated English language fluency (written and oral)

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