



Module title	Marketing and Communication
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Introduction (general)	It is advisable to follow the order of the course material, as the topics build on one another and, if any element is missed, it is difficult to understand the connections. Within the marketing module, I cover everything from the most basic questions to more complex lines of thought regarding the communication and marketing activities of modern small-scale producers, incorporating the technological possibilities offered by the modern era. Based on the example activities (which can be divided into several exercises, depending on difficulty), it will be possible to assess understanding of the teaching material. Each unit of teaching material will be approached from a practical perspective, depending on the subject.
The name of the chapter (and subchapter, if necessary) and the knowledge contained therein to which the guide refers	Chapter 1: What is marketing? 1.1. Basic concepts of marketing 1.2. The structure of marketing systems 1.3. The logic of marketing, its possible objectives 1.4. Marketing tools 1.4.1. Offline marketing 1.4.2. Online marketing 1.5. ‘Data is everything’ – Data analysis – practical exercise 1.5.1. Customer profiling 1.5.2. Assessing the salesperson’s profile – personality tests 1.5.3. SWOT analysis – practical exercise (SWOT analysis of sales channels, SWOT analysis of a specific manufacturer) 1.5.4. Analysis of data from the most popular platforms – this should also include an infographic section 1.5.4.1. Google Analytics and its interpretation



	1.5.4.2. YouTube analysis and interpretation 1.5.4.3. Analysis of social media platform data – with practical exercises 1.6. Marketing costs
Duration	1 hour
Reference to relevant slides in the PPT presentation, description of related tasks and their methodology, expected results	Slides 1–9 Tasks 1. List the everyday tools we know of for marketing activities! 2. Let's see which tools are offline and which are online! 3. What does this mean for us as salespeople: analysis of 3 different profiles 4. Analysis: what can we observe from the data and why is it important? Methodology: interactive discussion Expected outcome: by the end of the exercise, we will see how differently we need to communicate with different target groups and what sales opportunities exist with different target groups.
Supplementary materials (with links, if available): - articles, - figures, - infographics, - YouTube videos (high quality)	Google Analytics: https://marketingplatform.google.com/home (this interface changes completely from time to time! It is important to update the link regularly) Facebook (Meta) and Instagram: the Business Suite interface and business.facebook.com Successful Brand Builders (SiMa Business Series): You too can become a successful brand builder Successful Brand Builders: Personal Brand and Brand Philosophy – the event on 3 November We are here trademarked programme imazsfilmm+caption Free personality test 16Personalities Personality traits test - DEVELOR Free personality tests with links (DISC, MBTI, Big Five) - Híres Norbert ENNEA.HU - Enneagram Guide supported by the Enneagram test. ENNEA.HU
Knowledge test questions, these are usually multiple-choice questions (e.g., tick the correct	1. Marketing is a universal system whose main purpose is to build a brand, acquire new markets and sell products. YES/NO 2. Data is not important for successful marketing activities. YES/NO 3. The buyer's identity is not at all important from a communication perspective. YES/NO



answers)	4. The salesperson is very important for sales success. YES/NO
Self-reflection exercise (e.g. questions or visualisation, during which the participant can imagine themselves in a future state or situation. This can help in setting and achieving goals).	1. How do we feel about the economy of future experiences? 2. What do we consider to be the outcome for which marketing is one of our tools? (Satisfied customers, impressive results, loyal customers...) Imagine that, when we meet a customer, they tell us with sparkling eyes how successful they were in the kitchen when they cooked our product for their guests, and that everyone praised their dishes!
Food for thought <i>(With the help of the answers to these questions, participants can immediately formulate something achievable that they can incorporate into their practice.)</i>	1. What is the first step I can take today to be more successful? 2. What realistic goals could I achieve within a year / two years / five years?
Appendix (if any)	

Chapter title (and subchapter, if applicable) and the information within it to which the guide refers	Chapter 2: Brand Building 2.1. Basics of brand building 2.2. Credibility, brand and the target market 2.3. What makes a good logo? – practical exercise 2.4. The importance of colours in creating an image 2.5. Brand positioning 2.6. Communication based on brand positioning – practical exercise 2.7. PR activities and opportunities
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Duration	1 hour
Reference to relevant slides in the PPT presentation, description of related tasks and their methodology, expected outcomes	Slides 4, 5, 10–18 Exercises 1. Do we use informal or formal forms of address? Who decides which is the right approach? Slides 12–13 2. Where do we stand? 3. What forms of address do we use? 4. Segmented communication: different with customers and different with a restaurant's head chef or a distributor 5. How do we translate our traditions into our market position? Let's look at our own logo. What criteria does it meet and what should be changed? Slide 15 Which colour corresponds to each target group? Slide 17 Let's create a Facebook post that reaches as many people as possible! - Slide 18 Method: self-assessment and our own 'brand evaluation' based on what we have learnt Expected outcome: by the end, we will be able to determine what language to use and how humorous or conservative the brand's communication should be.
Additional materials (with links, if available): - articles, - illustrations, - infographics, - YouTube videos (high quality)	Humour-seriousness ratio: Facebook Gourmet & Delicious Manufaktúra Communication on Facebook The sarcastic and humorous style of Marketing Commando: Facebook A good example of educational content: Facebook Inexpensive recipe ideas for a young audience: Facebook Humorous and relatable 'work video': Facebook Educational content, presented by a serious expert: Facebook
Knowledge check questions <i>These are usually multiple-choice questions (e.g.,</i>	1. Based on what I have learnt, does my current image meet the expectations of the target group? YES/NO 2. Am I willing to actively initiate one of these communication channels? YES/NO 3. Do the colours I use really convey what I want to convey? YES/NO



<i>select the correct answers)</i>	
Self-reflection exercise (e.g. questions or visualisation, during which the participant can imagine themselves in a future state or situation. This can help in setting and achieving goals).	1. Based on what I have learnt, how do I see myself as a brand in the future? What additional techniques, if incorporated into my current marketing approach, would significantly increase my revenue? 2. What is the communication style I feel comfortable using on a regular basis, week after week?
Questions to ponder <i>(With the help of the answers to these questions, participants can already formulate something feasible that they can incorporate into their practice.)</i>	What is the first step in brand building that I should focus on most within my own business at this moment?
Appendix (if any)	

The name of the chapter (and subchapter, if applicable) and the information contained therein to which the guide	Chapter 3: Use and automation of communication tools 3.1. Emails and newsletters 3.1.1. Options for newsletter systems 3.1.2. How to create a newsletter list based on the 'location' of sales?
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refers	<i>(Direct sales channels, farm sales, 'pick-your-own' schemes, village guest meals, basket communities, community-supported agriculture (CSA), markets, fairs, vending machines for agricultural products, farm shops, mobile shops, 'community shops', indirect: through traders, resellers, online shops, catering, public catering, etc.)</i> 3.1.3. The logic, structure and language of newsletters 3.2. Coordination of community platforms and the calendar – practical task 3.3. Rules and modules of the evaluation request systems
Duration	1 hour
Reference to relevant PPT slides relating to the given knowledge, description of related tasks and their methodology, expected outcomes	Slides 19–23 Exercises 1. Write a newsletter template! 2. Prepare coordinated content for our pages and for the press at the same time (Teaching material, page 43)
Supplementary materials (with links, if available): - articles, - illustrations, - infographics, - and - YouTube videos (high quality)	Free newsletter platforms: MailChimp, MailerLite, SalesAutopilot, Newsletter (plugin for WordPress-based websites) Subscribe to our channel! Free email marketing tips every week.
Knowledge check questions <i>These are usually multiple-choice</i>	1. Can we collect newsletter subscribers in one place? YES/NO 2. Can we create a list of topics for our own product/service that can be used universally everywhere? YES/NO



<i>questions (e.g., select the correct answers)</i>	
Self-reflection exercise (e.g. questions or a 'visualisation' exercise, during which participants can imagine themselves in a future state or situation. This can help in setting and achieving goals).	1. How would I feel if I received orders even in the middle of the night, after sending out automated newsletters? 2. How would I feel if positive reviews continued to appear on my website, attracting new customers? 3. How many topics around me can I use to create content?
Thought-provoking questions <i>(With the help of the answers to these questions, the participant can already formulate something feasible that they can incorporate into their practice).</i>	1. How much of myself do I want to show the world? 2. How much do I love my product, or how much am I willing to 'let go' of the product so that others can enjoy it too? (If someone is in love with their product, they find it difficult to sell it, as they are reluctant to 'give it away' to others).
Appendix (if any)	

The name of the chapter (and subchapter, if necessary) and the information contained therein to which the guide refers.	Chapter 4: The modern technological revolution in marketing 4.1. Artificial intelligence is the farmer's friend – practical task 4.2. Chatbots in communication 4.3. MiniCRM systems and efficiency 4.4. Impact multipliers in marketing practice – practical task
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Duration	1 hour
Reference to relevant slides in the PPT presentation, description of related tasks and their methodology, expected outcomes	Slides 24–27 Exercises: 1. List how many different tasks we have as LSA organisers and which of these can be delegated. 2. Let's start practising with smart tools: Canva, ChatGPT, Bing Image Creator 3. Write advertising copy using ChatGPT! 4. What marketing tools can we use at each sales location?
Additional materials (with links, if available): - articles, - illustrations, - infographics, - YouTube videos (high quality)	https://www.canva.com/ https://www.canva.com/ Free AI image generator – Bing Image Creator
Knowledge check questions <i>These are usually multiple-choice questions (e.g. select the correct answers).</i>	What modern tools can we integrate into our work? - <i>Chatbots, AI image generation programmes, the Canva publication editor</i>
Self-reflection exercise (e.g. questions or visualisation, during which participants can imagine themselves in a future state or situation. This can	1. How far-fetched does the use of modern tools in my work seem to me? 1 – a very distant and impossible goal, 5 – part of my daily life 2. In how many years do I consider it realistic to introduce the most modern tools into my own system? (e.g. automatic invoicing, automatic sending of newsletters, introduction of a loyalty programme, editing of digital catalogues, etc.)



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help in setting and achieving goals).	
Food for thought <i>(With the help of the answers to these questions, the participant can already formulate something feasible that they can incorporate into their practice.)</i>	To increase efficiency, which tasks can I delegate? (Content creation, copywriting, hiring a PR agent, etc.) Which tasks can be outsourced to 'machines'? (e.g. automated replies on social media: 'Thank you for writing to us. We are not online at the moment, but we will reply to your question shortly.')
Appendix (if any)	