

SEJ-315 Marketing UJA (MARKUJA)

Coordinator: Dr. Francisco José Torres Ruiz (ftorres [arroba] ujaen [punto] es)

Research lines

- Agrifoods marketing: sale of olive oils
- Agricultural / oil production cooperativism
- Market research: qualitative research
- Agrifoods marketing: consumer behavior
- Commercial distribution

Spanish website: <https://bit.ly/2Cr8All>