

AGM 4363 Agricultural Marketing

<b>Level</b>	4
<b>Course Code</b>	AGX4363
<b>Course Title</b>	Agricultural Marketing
<b>Credit value</b>	3
<b>Core/Optional</b>	Core
<b>Course Aim</b>	Impart knowledge on marketing concepts to better understand the specific features of agricultural product marketing.
<b>Course Learning Outcomes (CLO):</b>	<p>At the completion of this course student will be able to:</p> <p>CLO1: Identify the basic elements in the marketing channel [PLO1, PLO2].</p> <p>CLO2: Distinguish between the industrial product marketing and agricultural product marketing [PLO1, PLO2, PLO4].</p> <p>CLO3: Apply the theories of demand and supply in managing surplus productions and shortages [PLO1, PLO2, PLO6].</p> <p>CLO4: Analyse the fruit and vegetable marketing channels to minimize the post-harvest losses and price fluctuations [PLO1, PLO2, PLO3, PLO4, PLO6]</p> <p>CLO5: Apply the knowledge on market segmentation to gain maximum efficiency in food marketing [PLO1, PLO2, PLO3, PLO4, PLO6].</p>
<b>Content (Main topics, sub topics)</b>	<p><b>Outline Syllabus:</b></p> <p>Unit 1</p> <p style="padding-left: 40px;">Session 1: Role of Agriculture in Economic Development            Session 2: Approaches to study marketing            Session 3: Marketing of agricultural products            Session 4: Marketing Systems in Tropics            Session 5: Fundamental Concepts</p> <p>Unit 2</p> <p style="padding-left: 40px;">Session 6: The Marketing Mix            Session 7: Product Life Cycle            Session 8: The Ansoff matrix            Session 9: Market Segmentation            Session 10: Theory of Demand and Supply            Session 11: Elasticity of Demand            Session 12: Surpluses and Shortages</p> <p>Unit 3</p> <p style="padding-left: 40px;">Session 13: Marketing aspects of fruit and vegetable production            Session 14: Factors influencing fruit and vegetable marketing            Session 15: Fruit and vegetable marketing channels            Session 16: Grain marketing            Session 17: Food Consumption and Marketing</p>

	<p>Session 18: Food Wholesaling and Retailing Session 19: Food consumption and Expenditure pattern Session 20: World Food Marketing System</p>
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