**ABM 2207 COMMODITY MARKETING.**

1. INSTRUCTOR(s): Ms. Alice Turinawe (B. Agribusiness management. M.Sc. Agricultural and Applied Economics. )
2. **COURSE TYPE AND LOCATION**: Core for **B. Agribusiness Mngt. II.)** Location: Faculty of agriculture.

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1. **COURSE STRUCTURE;**

4 Credit Units: 45 lecture hours (3 contact hours per week for 15 study weeks) and 30 tutorial hours (1 contact hour per week for 15 study weeks)

1. **COURSE DESCRIPTION:**

The Agribusiness system, Role of marketing in the Agribusiness system, evaluation of performance, Application of marketing concepts to agribusiness: the role of marketing in the agribusiness firm. Understanding consumer demand and agribusiness supply, Matching supply and demand in agribusiness markets. Agricultural Input industries, commodity processing and food manufacturing industries. Analysis of the market, marketing efficiency, marketing margins, futures markets, the hedging process. Development of a marketing plan, management of the marketing mix (The product, the price, the place and promotion.) Market information system.Marketing management. Personal selling and merchandising, management of market risk. Strategy and ethical behaviour.Business markets.International marketing strategy.Strategic market planning.

**COURSEOBJECTIVES**

This course is designed to help students to develop an understanding of current marketing principles and practices, their relevance in agricultural business, and how they can be best employed for efficient and profitable operation in the market place. Students will also employ critical thinking through the use of skill-building exercises that will improve their ability to apply these principles and practices in agribusiness organizations.

Specific objectives are to:

* Understand the purpose and function of commodity market institutions
* Understand how commodity prices are discovered through fundamental supply and demand conditions
* Evaluate risk management strategies and develop marketing plans
* To become familiar with the marketing forces and their application in the agriculture/food sector.
* To understand the supply and demand factors that influences the marketing of agricultural commodities.
1. **RECOMMENDED REFERENCES FOR READING**

**References**

1. Kohls, R.L and Uhl J.N (1985). Marketing of agricultural Products. Sixth Ed. Macmillan Publishing Company, New York
2. Seperich G.J.,Woolverton M.W and Beierlein, J.G (1994): Introduction to Agribusiness Marketing. Prentice hall Career & Technology, Upper Saddle River, NJ.
3. Baker A.G.,Grunewald O, and Gorman W.D (2002): Introduction to Food and Agribusiness Management .By Pearson Education, Upper Saddle river, New Jersey.
4. Matthew Meulenberg: Food and Agribusiness marketing in Europe, International Business Press; New York, London, Norwood.
5. Castle N.E.,Becker, H and Nelson (1987): Farm Business Management: The decision Making process. Macmillan Publishing Company, New York.
6. Gail L, Cramer & Clarence W.Jensen (1991): Agricultural Economics and Agribusiness. Fifth Edition. Willey.
7. Aaker D.A., Strategic Market Management. Seventh Edition

**8. COURSE CONTENT, METHODS OF INSTRUCTION, TOOLS AND EQUIPMENT REQUIRED**

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| **TOPIC** | **CONTENT** | **METHOD OF INSTRUCTION/Time Allocated** | **TOOLS / EQUIPMENT NEEDED** |
| Introduction  | * Definition of marketing
* Marketing and the agribusiness system
 | Lecture (2 hrs) | Chalk / BB or Markers / Flip charts |
|  | * The role of Marketing in the agribusiness system

Tutorial 1: The role of marketing in the agribusiness firm | Lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip charts/ Handouts |
| Evaluation of Performance of marketing system | * Market efficiency
* Evaluation of services
* Structure, conduct and performance analysis

Tutorial 2 Market information and intelligence | Lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip charts/ Handouts |
| Basic Economic analysis in agricultural marketing | * Understanding consumer demand and agribusiness supply
 | Interactive lecture (2 hrs) | Chalk / BB or Markers / Flip charts, ProjectorHandouts |
| Basic Economic analysis in agricultural marketing | * Matching supply and demand in agribusiness markets
 | Lecture (2 hrs) | Chalk / BB or Markers / Flip charts, Projector |
| Basic Economic analysis in agricultural marketing | * Elementary price analysis

Importance of a competitive price mechanism* Agricultural price cycles

Tutorial 3: Price determination | Lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip charts, ProjectorHandouts |
| Basic Economic analysis in agricultural marketing | * Common pricing methods
* Introductory pricing policies

Tutorial 4: Choosing a pricing methodAssignment 1: Price determination for agricultural commodities in Uganda | Lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip charts, ProjectorHandouts |
| Basic Economic analysis in agricultural marketing | * Cost analysis
* Evaluating a business

Tutorial 5: Break–even analysis | Lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip charts, ProjectorHandouts |
| Analysis of the market | * Marketing efficiency
* Marketing Margins

Tutorial 6: Dimensions of a market analysis | Lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip charts/ Handouts |
| Management of market risk | * Types of business risks and ways of managing them
* Futures Markets
* Hedging

Tutorial 7: Strategy and ethical behavior | Lecture (2 hrs)Tutorial (2 hrs) | Chalk / BB or Markers / Flip charts/ Handouts |
| Strategic market planning | * Marketing planning; The need for planning in agricultural marketing

Tutorial 8: developing of a marketing plan | Interactive lecture (2 hrs)Tutorial (2 hrs) | Chalk / BB or Markers / Flip charts/ Handouts |
| Strategic market planning | * developing of a marketing plan

Assignment 2: Marketing plan development | Lecture (2 hrs) | Chalk / BB or Markers / Flip charts/ |
| Strategic market planning | * Management of the marketing mix (product, price, place , promotion)

Tutorial 9: Market channel management | Interactive lecture (2 hrs)Tutorial (2 hrs) | Chalk / BB or Markers / Flip charts/ Handouts |
| Market information system | * Roles of market information
* Criteria for evaluating market information
* Presentation 1: The marketing plan
 | Interactive lecture (2 hrs)Presentation (2 hours) | Chalk / BB or Markers / Flip charts/ Handouts |
| Market information system | * Problems of market news and information
* Criticisms of market information programs
* Presentation 2 : the marketing plan
 | Interactive lecture (2 hrs)Presentation (2 hours) | Chalk / BB or Markers / Flip charts |
| Marketing management  | * The functions of marketing management
* Market opportunities;
* Tutorial 10: events that facilitate the emergence of marketing opportunities
 | Interactive lecture (2 hrs)Tutorial (2 hrs) | Chalk / BB or Markers / Flip charts/ Handouts |
| Personal selling and merchandising | * The role of personal selling in marketing
* Mass marketing:
* Tutorial 11: Target marketing:
 | Interactive lecture (2 hrs)Tutorial (2 hour) | Chalk / BB or Markers / Flip charts/ Handouts |
| Personal selling and merchandising | * Customer-Level marketing:
* Product positioning:
* Tutorial 12 : International marketing strategy
 | Interactive lecture (2 hrs)Tutorial (2 hour) | Chalk / BB or Markers / Flip charts/ Handouts |
| Gender issues in agricultural marketing  | * roles,
* access to benefits in agricultural marketing
* Tutorial 13. Gender related marketing constraints
 | Interactive lecture (2 hrs)Tutorial (2 hour) | Chalk / BB or Markers / Flip charts/ Handouts |
| International marketing | * Emerging trends and challenges
 | Interactive lecture (2 hr) | Chalk / BB or Markers / Flip charts |
| 16-17  | * Revision Time
* Final Examination
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**5. SUMMARY OF TIME NEEDED**

Interactive lectures covering theory 45 hrs

Tutorials 26 hrs

Presentations 4 hrs

**10. COURSE ASSESSMENT:**

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| Continuous assessment (Quizzes): | There will be 2 Quizzes arising from tutorials and assignments any time during lecture sessions  | 10% |
| Continuous assessment (Write-ups and presentation ) | Students will form groups and write an assignment as given by the instructor | 10% |
| Continuous assessment (Tests): | There will be two tests during week 5 and 12 of the semester | 20% |
| University Examination: | Final examination during week 16-17 of the semester | 60% |