**AEC 3201 AGRICULTURAL MARKETING**

1. INSTRUCTOR(s): Ms. Alice Turinawe (B. Agribusiness management. M.Sc. Agricultural and Applied Economics. )
2. **COURSE TYPE AND LOCATION**: Core for B.Sc. Agriculture III and B.Sc. Hort. III.

 Location: Faculty of agriculture.

1. **COURSE STRUCTURE**

3 Credit Units: 30 lecture hours (2 contact hours per week for 15 study weeks) and 30 tutorial hours (1 contact hour per week for 15 study weeks)

1. **COURSE DESCRIPTION**

Marketing, its functions, objectives and role in national economic development. Elementary price analysis, economic analysis and the marketing process. The institutional, functional and commodity approaches of agricultural marketing. Market organization, agricultural marketing and government. Gender issues in agricultural marketing. Improvement in the marketing system through farmer, individual, cooperative and government action.

Organization, structure and management of various types of cooperatives as business organizations. Sources and use of finance both in agriculture and cooperatives. Financial control and financial analysis in cooperatives. Economic role of cooperatives and their problems particularly in developing countries. Cooperative education and role of government in cooperatives. Credit, savings and investment in rural societies and the role of credit institutions in agricultural development in East Africa. Gender in cooperatives, credit, savings and investments in rural communities (e.g. issues of participation, access).

1. **COURSE OBJECTIVES**

The primary objective is to help the student understand the key agricultural marketing issues and concerns, and provide an understanding of economic concepts that can be employed for analyzing issues in agricultural marketing.

Specific course objectives are to provide the students with an understanding of;

* The structure and functions performed by the marketing system
* Marketing principles and practices and their relevance in agricultural business
* The basic economic concepts applied to understand the market forces that affect prices and how they can be best employed for efficient and profitable operation in the market place.
* Current trends and issues in agricultural marketing.
1. **RECOMMENDED REFERENCES FOR READING**

**Main Recommended Reference**

1. Kohls, R. L. and J. N. Uhl.  Marketing of Agricultural Products (9th Edition), Prentice Hall, 2002.

**Others**

1. Matthew Meulenberg (1994). Food and Agribusiness marketing in Europe, International Business Press; New York, London, Norwood.
2. Baker A.G.,Grunewald O, and Gorman W.D (2002): Introduction to Food and Agribusiness Management .By Pearson Education, Upper Saddle river, New Jersey.
3. Seperich G.J.,Woolverton M.W and Beierlein, J.G (1994): Introduction to Agribusiness Marketing. Prentice hall Career & Technology, Upper Saddle River, NJ.
4. Castle N.E.,Becker, H and Nelson (1987): Farm Business Management: The decision Making process. Macmillan Publishing Company, New York.

**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 to agricultural marketing | * Definition of marketing
* Functions of Marketing
* Objectives and role of Marketing in Economic Development

Tutorial 1: The marketing process | Lecture (2 hrs)Tutorial (2 hrs) | Chalk / BB or Markers / Flip chartsHandouts |
| approaches of Agricultural Marketing | * Institutional approach
* Behavioral systems approach

Tutorial 2: Functional approach | Lecture (2 hrs)Tutorial (2 hrs) | Chalk / BB or Markers / Flip charts, Handouts |
| Evaluation of marketing systems performance | * Market efficiency
* Evaluation of services
* Structure, conduct and performance analysis

Tutorial 3: Market information and intelligenceAssignment 1: Measures of market efficiency | Lecture (2 hrs)Tutorial (2 hrs) | Chalk / BB or Markers / Flip charts, ProjectorHandouts |
| Basic Economic analysis in agricultural marketing | * Understanding consumer demand and agribusiness supply
 | Interactive lecture (2 hrs)Tutorial (2 hours)  | 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 4: 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 5: Choosing a pricing methodAssignment 2: Price determination for agricultural commodities in Uganda | Interactive 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 6: Break–even analysis | Lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip charts, ProjectorHandouts |
| Agricultural Market organization | * The changing organization of food markets
* Specialization and diversification

Tutorial 7: Decentralization and Integration | Interactive lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip chartsHandouts |
| Agricultural marketing and government | * Reasons for government intervention in agriculture

Assignment 3: Agricultural policies* Price policy
* Market policy

Presentation: Price determination | Interactive lecture (2 hrs)Presentation (2 hours) | Chalk / BB or Markers / Flip charts, Projector |
| Agricultural marketing and government | * Improvement in the marketing system through farmer, individual, cooperative and government action

Tutorial 8: Agricultural policy and gender issuesPresentation: Price determination | Interactive lecture (2 hrs)Tutorial (2 hrs)Presentation (2 hours) | Chalk / BB or Markers / Flip charts, ProjectorHandouts |
| Gender issues in agricultural marketing  | * Roles,
* Access to benefits in agricultural marketing

Tutorial 9. Gender related marketing constraints | Interactive lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip chartsHandouts |
| Cooperatives | * Organization, structure and management of various types of cooperatives as business organizations.
* Sources and use of finance both in agriculture and cooperatives.

Tutorial 10: Financial control and financial analysis in cooperatives. | Interactive lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip charts, ProjectorHandouts |
| Cooperatives | * Economic role of cooperatives and their problems particularly in developing countries

Tutorial 11: Cooperative education and role of government in cooperatives.  | Interactive lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip charts, ProjectorHandouts |
| Cooperatives | * Credit, savings and investment in rural societies and the role of credit institutions in agricultural development in East Africa.
* Credit, savings and investments in rural communities (e.g. issues of participation, access).

Tutorial 12: Gender issues in cooperatives | Interactive lecture (2 hrs)Tutorial (2 hours) | Chalk / BB or Markers / Flip charts, ProjectorHandouts |

**9. SUMMARY OF TIME NEEDED**

Interactive lectures 30 hrs

Tutorials 26 hrs

Presentation 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 6 and 12 of the semester | 20% |
| University Examination: | Final examination during week 16-17 of the semester | 60% |