1. ***FST 3203 FOOD PLANT ECONOMICS AND PRODUCT MARKETING***
2. ***COURSE TYPE:***

* *Core course for Year 3rd B.Sc. Food Science & Technology*
* *Prerequisite knowledge: Food Science and Technology and any of these:- Agricultural/Food Economics, Business Management*

1. ***COURSE STRUCTURE***

*Course is 3 credit units (3 CU): 2 lecture hours and 1 tutorial hour per week for 15 study weeks; [i.e. 30 lecture hours & 15 tutorial hours equivalent to 45 contact hours]*

1. ***COURSE DESCRIPTION***

Principles of business management. Plant location analysis, layout, production input and output production control. Cost-benefit analyses of food processing. Food demand analysis, hedonic pricing, Consumer analysis, nature of competition in the food market and channels. Design of the marketing plan. Gender issues in food enterprise development.

1. ***COURSE OBJECTIVES***

***General objective:***

To assist the student of food science & technology apply the underlying principles in business management to develop entrepreneurship skills that are appropriate to the food industry.

***Specific objectives:***

1. *To impart knowledge on the principles of business management and their application in the food industry*
2. *To equip the student with underlying principles and skills in the design of the food enterprise marketing plan*
3. *To impart knowledge on the elements of the marketing plan*
4. *To build the capacity of the student to be job creators rather than job seekers*
5. ***RECOMMENEDED REFERENCES***

***Core reading***

*Beierlein, J.G., Schneerger, K.C., Osburn, D.D.: Principles of Agribusiness Management. Second Edition. Waveland Press, Inc. 1995.*

*Kohls, L. and Uhl, J.N.: Marketing of Agricultural Products. Seventh edition, Prentice Hall, 1990.*

*Padberg, D.I, Ritson C., Albisu, L.M.: Agro - Food Marketing. CAB International Pub., 1997.*

***Background reading***

*Henson, H., Holt, G., Nothern, J: Costs and Benefits of Implementing HACCP in the UK Dairy Sector. Food Control, No. 10, pp. 99 - 106, Elsevier pub, 1999.*

*Rosen, S: Hedonic Prices and Implicit Markets: Product Differentiation in Pure Competition. Journal of Political Economy 82, 34-55.*

*Vanegas, M. Muwanga, J. and Lwasa, S.: The Marketing System for Beans in Uganda. FAPU Research Series, Working Paper N. 92 - 2. Department of Agricultural Economics, Makerere University, Kampala. May, 1992.*

1. ***COURSE CONTENT, METHODS OF INSTRUCTION, TOOLS AND***

***EQUIPMENT***

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| ***TOPIC No.*** | ***CONTENT (sub topics)*** | ***METHOD OF INSTRUCTION/ Time allocation*** | ***TOOLS/ Equipment needed*** |
| 1. *Overview of management* | * *Definition of management* * *Business decision making* | *• Tutorial (1 hrs)* | *• Visual aids [LCD projector/ white board & BB markers]* |
| 1. *The four functions of management* | * *Planning function* * *Organizing function* * *Controlling function* * *Directing function* * *Gender issues in food business management* | *Lecture (10 hr)*  *Tutorial (3hrs)*  *• Group assignment & presentations* | *• Visual aids [LCD projector/ white board & BB markers]* |
| 1. *Overview of food marketing* | * *Definitions* * *Stages of marketing* * *Utilities in marketing* * *Role of food marketing in economic development* * *Food marketing problems in Uganda/LDCs* * *Introduction to Food Processing* | *• Lecture (2 hr)*   * *Tutorials (1)* | *• Visual aids [LCD projector/ white board & BB markers]* |
| 1. *Food Demand* | * *Demand analysis* * *Elementary demand projections* * *Prices and product quality* | * *Lectures (4 hrs)* * *Tutorials (2 hrs)* | *• Visual aids [LCD projector/ white board & BB markers]* |
| 1. *Consumer analysis in food marketing* | * *steps in market research* * *Consumer analysis* | * *Lectures (4 hrs)*   *Tutorials (2 hrs)* | *• Visual aids [LCD projector/ white board & BB markers]* |
| 1. *Analysis of the Food marketing Efficiency* | * *market structure/competition* * *Market channels* | *• Lectures (2 hrs)*  *Tutorials (1 hrs)* | *• Visual aids [LCD projector/ white board & BB markers]* |
| 1. *Food Product Marketing Decisions* | * *pricing policy* * *product policy* * *promotion* * *Distribution* * *Integrating the elements of the marketing mix* | *• Lecture (8 hrs)*  *Tutorial (4 hrs)*  *Take home assignment*  *Group assignments and presentations* | *• Visual aids [LCD projector/ white board & BB markers]; Handouts* |
|  | * *Mid-semester test* | *1 (hr)* | *• Stationary: ream of paper* |

1. *SUMMARY OF TIME NEEDED*

* *Lecture hours 30 hrs*
* *Tutorials/group presentations 15 hrs*
* *Total Credit Hours 45 hrs*

1. *OVERALL COURSE EVALUATION*

*Final exam 60%*

*Continuous assessment 40%*

* *One mid semester test (30%)*
* *Individual written assignments (5%)*
* *Group reports & presentations (5%)*