

Strategic Marketing (AGB-840) Credit Hours 3 (3-0)

Course Description 1. The core activity of any farm is producing animals or crops, but if the produce is not marketed at the right time for the right price, the whole financial viability of the farm is jeopardized. This course develops ability of students to identify agricultural markets and analyze and manage marketing problems in an agricultural enterprise.

Educational Objectives 2. The course will focus on a. Clarifying key agricultural marketing concepts, methods, strategic issues and risks relevant to agricultural businesses b. Highlighting significance of marketing plan and marketing strategies in relation to farming c. Developing an understanding of advanced tools to identify target markets and selection of suitable marketing methods d. Understanding fundamentals of marketing research into an agri-related product or service

Course Outcomes 3. Upon successful completion of the course, the students will be able to: a. Understand the significance of marketing in agriculture industry. b. Clarify key agricultural marketing concepts, methods, strategic issues and risks relevant for corporations and early-stage enterprises c. Identify and critically discuss the key concepts, theories and models of basic agricultural marketing and relate it with agricultural marketing mix. d. Develop a comprehensive marketing plan related to a product or service related to agriculture 4.

Course Contents a. Marketing Philosophies b. Analysis of Food Marketing System c. Organising, Analysing and Selecting Target Markets (1) Market Segmentation d. Marketing Research (1) Importance; What to research; Research process; Analysing costs and benefits e. Developing Marketing Mix (1) Product, Price, Place, Promotions f. Developing Farm Marketing Plan g. Marketing Strategy, Planning and Control h. Customer Relations (1) Communications Channels; Levels of Involvement; Self Evaluation; Maximizing Customer Service i. Digital Marketing (1) Digital Marketing Strategy (2) Search Engine Optimization (3) Social Media Marketing (4) Google Analytics (5) Email and Mobile Marketing (6) Ecommerce (7) Infographics content marketing j. Wholesaling and Retailing k. Food Market Regulations l. Each student will be required to formulate a marketing plan for an agri-related product or service as part of this course 5.

Recommended Books a. Kotler, P. 2013 Principle of Marketing, 15th Edition, Prentice Hal