

<u>AGB-949</u>	<u>Agricultural Marketing</u>	3(3-0)
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Credits 3(3-0)

1. Course Description

Agriculture is contributing a major share in GDP of Pakistan. This extensive course of Agricultural Marketing is designed to cover the basic principles of agricultural marketing, including consumer demand and economic system fundamentals, functions and methods of marketing agricultural commodities, marketing agricultural industry inputs, legal and industry responsibilities, international marketing, marketing planning, and promoting and selling in agriculture. This course is developed to acquaint the students to learn, discuss, analyse and manage marketing problems in an agricultural enterprise faced by producers and consumers of agricultural products in developing countries like Pakistan.

Educational Objectives

This course focuses on:

- Highlighting the role of marketing in agricultural business and how marketing plays a vital role in the business plan.
- Assessing the relative importance of marketing planning and to determine marketing strategies in relation to farming and other agri practices.
- Identifying target markets and businesses to select suitable marketing techniques.
- Explain the physical handling of products in the marketing process including packaging, labeling, presentation and transportation.
- Design strategies to maintain sound customer relations in an agricultural business.
- Conduct market research analysis for a product or service in the agricultural industry.
- Plan to manage the promotional program for an agricultural business.
- Develop strategies to manage the marketing of an agricultural enterprise

2. Course Outcomes

This course will empower students and will be able to conduct the market analysis to show that they understand how different agricultural firms at different levels can play

their role in the agricultural marketing system especially with respect to Pakistan and rest of the world. It will help the students to better understand opportunities and challenges that these markets can potentially provide

Course Contents

The course is divided in to 6 modules and the contents of these modules are mentioned below

1- Introduction to Agricultural Marketing

- Agricultural Marketing Concepts
- Marketing
- Goods and Services
- The Marketing Concept
- Managing the Marketing Process
- The Role of Marketing
- Approaches to Marketing
- The Goals of Marketing
- Organising, analysing, selecting target markets
- Developing the Marketing Mix
- Determine the function and alternatives in Agricultural marketing

2- Farm Marketing Objectives and Strategies

- Supply and Demand
- Meeting Legal and Industry Responsibilities in Agricultural Marketing
- Developing the effective Farm Marketing Plan
- Organising the Planning process
- Describe the components of a marketing plan and the process of developing such plans

3- Customer Relations

- Customer Care Policy
- Levels of Involvement
- Effective Communication
- Becoming an effective communicator
- Dealing with complaints

- Self-evaluation
 - Maximising customer service
- 4- Market Research
- The Importance of Market Research
 - What to Research?
 - The Research process
 - Analysing Costs and Benefits
- 5- Importance and use of promotion in agribusiness
- Promoting Product
 - Creating customer awareness
 - Promotional Campaign Strategy
 - The Promotional Message
 - Promotional Material
 - Making Promotions Cost Effective
 - Channels of Communication
 - Publicity Marketing
 - Advertising
 - Structuring an Advertisement or Promotion
- 6- Managing Marketing
- Market Retention
 - Balancing Strategy
 - Market Development
 - Market Growth
 - Managing the Marketing Plan
 - Sales and the Market
 - Relate the role of product knowledge in successful selling

3. Recommended Books

1. Vercammen, J., 2012. *Agricultural marketing: structural models for price analysis* (Vol. 2). Routledge.

2. Norwood, F.B. and Lusk, J.L., 2018. *Agricultural marketing and price analysis*. Waveland Press.
3. Barkley, A., 2019. *The Economics of Food and Agricultural Markets*. New Prairie Press.
4. Kumar, S., 2019. *Global Good Practices in Agricultural Marketing*. CCS NIAM, Jaipur.
5. Mohanty, A.K., Kumar, G.A.K., Tripathi, A.K. and Roy, A., 2018. *Smart Agricultural Marketing for Livelihood Security-Prospects and Opportunities*. Bio-Tech Books Publishers, New Delhi.