

MARKETING AGRI-ENTERPRISE PRODUCTS AND SERVICES

ISCED UNIT CODE:0811 251 03 A

TVETCDACC UNIT CODE:AG/CU/PN/CR/03/3/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Market Agri-enterprise products and services

Duration of Unit: 50 Hours

Unit Description

This unit specifies the competencies required to market agri enterprise products and services. It involves conducting market scans, pricing products and services, selecting suitable marketing channels, promoting and selling agri-enterprise products and services, and monitoring performance of products and services.

Summary of learning outcomes

By the end of this unit of learning, the trainee should be able to:

S/No	Learning Outcomes	Duration (Hours)
1.	Conduct market scan	10
2.	Price products and services	10
3.	Select marketing channels	10
4.	Promote agri-enterprise products and services	10
5.	Sell agri-enterprise products and services	10
Total		50

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1 Conduct market scan	<ul style="list-style-type: none">• Definition of terms<ul style="list-style-type: none">• Market• Market scanning• Importance and role of market scanning• Data collection<ul style="list-style-type: none">• Sampling	<ul style="list-style-type: none">• Oral questioning• Written tests• Observation• Third party reports• Practical test

	<ul style="list-style-type: none"> - Random sampling - Stratified sampling - Snowball • Tools for data collection <ul style="list-style-type: none"> - Questionnaire - Observation checklists • Data analysis <ul style="list-style-type: none"> • Measures of central tendency <p>Report Writing</p>	<ul style="list-style-type: none"> • Assignments
2	<ul style="list-style-type: none"> • Definition of terms (price, product, and service) • Characteristics of agri-enterprise products and services • Costing <ul style="list-style-type: none"> • Direct costs • Indirect costs 	<ul style="list-style-type: none"> • Oral questioning • Written tests • Observation • Third party reports • Practical test • Case study • Assignments
3	<ul style="list-style-type: none"> • Definition of terms • Marketing channels for agri-enterprises <ul style="list-style-type: none"> • Types of channels • Advantages and disadvantages of specific marketing channels • 4Ps of marketing • distribution channels • Factors determining choice of a marketing • Developing a product brand • Packaging/ packing and labelling • Product launch • Promotion and advertisements • Basic marketing strategy development • Product penetration 	<ul style="list-style-type: none"> • Oral questioning • Written tests • Observation • Third party reports • Practical test • Case study • Assignments
4	<ul style="list-style-type: none"> • Main features of agri enterprise products / services • Developing a product and service brand <ul style="list-style-type: none"> • Requirements for registration of 	<ul style="list-style-type: none"> • Oral questioning • Written tests • Observation • Third party

	<ul style="list-style-type: none"> trademark / business name • Brand packaging / packing and labelling • Promotion mix <ul style="list-style-type: none"> • Elements • Methods of promotions <ul style="list-style-type: none"> - Personal selling - Advertising - Sales promotion - Direct marketing - Publicity • Factors affecting choice of promotion mix • Role of media (social, print and electronic) in promotion of an agri-enterprise products / services 	<ul style="list-style-type: none"> reports • Practical test • Case study • Assignment
5 Sell agri-enterprise products and services	<ul style="list-style-type: none"> • Role of the sales force • Sale process • Delivery and payment methods <ul style="list-style-type: none"> • Purchase order uses and features • Delivery note uses and features • Invoice uses and features • Credit and debit note uses and features • Cash vs credit sales • Sales period • Cash and quantity discounts • Features of simple contracts • Current trends in payments E-Payments 	<ul style="list-style-type: none"> • Oral questioning • Written tests • Observation • Third party reports • Practical test • Case study • Assignments

Suggested Methods of Delivery and Instruction:

- Instructor led facilitation of theory
- Demonstration by trainer
- Practice by the trainee
- Field trips/site visits
- role play
- Demonstration videos
- Group discussions

- Exercises
- Simulations

List of Recommended Resources for 25 trainees

- Agribusiness fliers
- sample marketing channels
- Airtime
- Business cards
- Computer
- Internet connection
- Invoice books
- Marketing materials for product promotion.
- Mobile phones
- Order books
- Packaging / branding materials for agri-products
- Printer
- Product labels
- Sample contracts
- Transport facilities

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