

AGRICULTURAL PRODUCTS AND SERVICES ONLINE MARKETING

UNIT CODE: 0811 341 10 A

TVET CDACC UNIT CODE: AG/CU/PN/CR/05/4/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Market agricultural products/services on-line.

Duration of Unit: 40 hours

Unit Description

This unit specifies the competencies required to market agricultural products/services online. It involves preparing for marketing products online, selling agricultural products online, evaluating product online marketing and complete marketing product online.

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.	Prepare for marketing products online	10
2.	Sell agricultural products/services on line	10
3.	Evaluate product/service online marketing	10
4.	Complete marketing product/service online	10
Total		40

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare for Marketing products and services online	1.1 Computers and computer packages 1.2 ICT and ICT applications 1.3 Use of internet 1.4 Agripreneurial online template development 1.5 Data collection for online marketing 1.6 Online platform <ul style="list-style-type: none"> • Design • Licensing and user right • Advertisements • Branding 	<ul style="list-style-type: none"> • Written tests • Oral questioning • Third party reports
1. Sell agricultural product and services online	2.1 Agripreneur Products repacking 2.2 Online Communication 2.3 Social media and apps 2.4 Usage of mobile phones and mobile phone applications 2.5 Networking 2.6 Online quality assurance	<ul style="list-style-type: none"> • Written tests • Oral questioning • Third party reports
3. Evaluate products and services online marketing	3.1 Customer satisfaction survey <ul style="list-style-type: none"> • Questionnaire development • On line data collection • Data analysis 3.2 Response to customer needs 3.3 ICT System assessment	<ul style="list-style-type: none"> • Written tests • Oral questioning • Third party reports
4. Complete marketing products and services online	4.1 Developing an assessment report <ul style="list-style-type: none"> • Elements of the reports • Process of developing the report 4.2 Change management <ul style="list-style-type: none"> • Definition • Steps on change management 	<ul style="list-style-type: none"> • Written tests • Oral questioning • Third party reports

	4.3 Process evaluation	
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Suggested Methods of instruction

- Project
- Demonstration by trainer
- Discussions
- Direct instruction

Recommended Resources

- Software installation manuals
- Computers (desktops and laptops)
- Internet network
- Internet network infrastructure
- Smartphones
- GPS devices
- Applications software
- Satellite mapping software

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