PIGS, PIG PRODUCTS AND PIG BY-PRODUCTS MARKETING

ISCED UNIT CODE: 0811 351 05 A

TVETCDACC UNIT CODE: AGR/CU/PP/CR/02/4/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: market pigs, pig products and pig by- products.

Duration of Unit: 120 hours

Unit Description

This unit covers the competencies required to market pigs, pig products and pig by- products. It involves identifying market channels for pigs, pig products and pig by-products and developing and implementing a marketing strategy.

Summary of Learning Outcomes

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

S/No	Learning Outcomes	Duration (Hours)
1	Identify Market Channels	30
2	Develop and Implement a Marketing Strategy	40
3	Sale of Pigs, Pig Products, and Pig By-Products	30
4	Evaluate Marketing Performance	20
	Total	**120**

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Methods of Assessment
1. Identify market channels	1.1.Meaning of terms: 1.1.1.market,	• Written test • Observation

Learning Outcome	Content	Methods of Assessment

	1.1.2. market survey,
	 1.1.3. market channel,
	 1.1.4. market policy,
	 1.1.5. market segmentation,
	 1.1.6. money,
	 1.1.7. supply
	 1.1.8. demand,
	 1.1.9. data,
	 1.1.10. Trade
	 1.2. Market is segmented based on market survey report
	     1.2.1. Methods of data collection are selected based on market segment.
	     1.2.2. Data and information collection tools are developed based on method of data collection.
	     1.2.3. Market survey data is collected based on tools developed
	     1.2.4. Collected data is organized and analyzed in accordance with acceptable/appropriate statistical procedures.
	     1.2.5. Market survey report is prepared and recommendations given based on findings.
		• Third party report
		 • Oral questioning
		 • Interviews

Learning Outcome	Content	Methods of Assessment
	1.3. List of market channels is developed based on market survey recommendations.	
2. Develop and implement a marketing strategy	2.1 Meaning of terms: market strategy, 4Ps-product, price, promotion, profit, competitive advantage, supply and demand 2.2 Product promotion methods 2.3 Selection of product outlets 2.4 Types of contractual agreements 2.5 Product pricing 2.6 New product development and promotion 2.7 Analysis of market strategy 2.8 Types of marketing records 2.9 Documentation of marketing activities	• Written test • Observation • Third party report • Oral questioning • Interviews
3. Sale of pigs, pig products, and pig by-products	3.1 Meaning of terms: product, by-products, and product outlets 3.2 Categories of pigs 3.3 Types of pig products, by-products 3.4 Types of pig product outlets 3.5 Information on product prices 3.6 Distribution channels of pig products 3.7 Documentation of sales records	• Written Assessment • Practical Assessment • Third party report • Oral Assessment

Learning Outcome	Content	Methods of Assessment
4. Evaluate marketing performance	4.1 Comparison of marketing objectives against current activities 4.2 Identification of areas of positive marketing performance 4.3 Remedies for poor marketing performance	• Written Assessment • Practical Assessment

Suggested Methods of instructions

- Projects
- Demonstration by trainer
- Practice by the trainee
- Discussions
- Direct instruction
- Field visits

Recommended Resources for 25 Trainees

Functional pig farm with the following:		
• PPEs, Capital, products, Stationery, market channels, means of transport, communication media, legal documents, office space, furniture, Report writing templates, Business	• books of account, ETR Machines, market schedules	• desktop computers/laptops, Internet connection, Projectors, Telephone,

plan templates, cold chain, product carriers,		