

## APPLY AGRICULTURAL MARKETING PRINCIPLES

ISCED UNIT CODE: 0811 551 07A

TVET CDACC UNIT CODE: DA/OS/PM/CC/03/6/MA

### UNIT DESCRIPTION

This unit specifies the competencies required by a Dairy Plant Technologist level 6 to Apply Agricultural Marketing Principles. It involves applying agricultural marketing concepts implementing marketing services, applying marketing mix concepts and identify market structures

### ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
These describe the key outcomes which make up workplace functions	These are assessable statements which specify the required level of performance for each of the elements <i>(Bold and italicized terms are elaborated in the range)</i>
1. Apply agricultural marketing concepts	1.1 Market share is determined as per work instruction manual 1.2 Brand awareness is evaluated as per work instruction manual 1.3 Customer satisfaction is measured as per work instruction manual 1.4 Sales performance is established as per work instruction manual. 1.5 <b><i>Distribution channels</i></b> are assessed as per work instruction manual 1.6 Competition activities data is analyzed as per work instruction manual. 1.7 <b><i>Marketing costs</i></b> are evaluated as per work instruction manual 1.8 Business sustainability is established as per work instruction manual

2. Implement marketing services	<p>2.1 Market research is conducted as per work instruction.</p> <p>2.2 Product price is established as per market dynamics</p> <p>2.3 <b><i>Market Access Services</i></b> are implemented based on market needs</p> <p>2.4 <b><i>Quality Control Services</i></b> are implemented based on markets needs</p> <p>2.5 <b><i>Packaging Services</i></b> are carried out based on market needs.</p> <p>2.6 Promotional campaigns are carried out based on work requirements</p> <p>2.7 <b><i>Risk Management Services</i></b> are implemented as per marketing procedures.</p>
3. Apply marketing mix concepts	<p>3.1 Agricultural product is developed market needs</p> <p>3.2 Product price is determined market dynamics</p> <p>3.3 Product distribution channels established laws of supply and demand.</p> <p>3.4 Promotion activities are implemented based on work requirements</p>
4. Identify market structures	<p>4.1 Market competition is determined based on market dynamic</p> <p>4.2 Regulatory environment is determined as per legal guidelines for marketers</p> <p>4.3 Market dynamics are established laws of supply and demand.</p>

## RANGE

This section provides work environment and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range

<p>1. Distribution channels may include but not limited to:</p>	<ul style="list-style-type: none"> <li>• Direct sales</li> <li>• Retail</li> <li>• Wholesale</li> <li>• Distributors</li> <li>• E-commerce</li> <li>• Agent or Broker</li> </ul>
<p>2. Marketing costs may include but not limited to:</p>	<ul style="list-style-type: none"> <li>• Advertising promotions</li> <li>• Digital Marketing</li> <li>• Content Creation</li> <li>• Marketing Research</li> <li>• Marketing Technology</li> <li>• Agency Fees and Outsourcing</li> <li>• Branding and Identity</li> </ul>
<p>3. Market Access Services may include but not limited to:</p>	<ul style="list-style-type: none"> <li>• Market Research and Analysis</li> <li>• Market Entry Strategy Development</li> <li>• Regulatory Compliance and Market Access</li> <li>• Planning Market Access</li> <li>• Advocacy and Government Relations</li> <li>• Distribution and Channel Development</li> </ul>
<p>4. Quality Control Services may include but not limited to:</p>	<ul style="list-style-type: none"> <li>• Quality planning</li> <li>• Quality assurance</li> <li>• Quality inspection and testing</li> <li>• Statistical process control</li> <li>• Root cause analysis</li> <li>• Documentation and reporting</li> </ul>
<p>5. Packaging Services may include but not limited to:</p>	<ul style="list-style-type: none"> <li>• Packaging design</li> <li>• Material selection</li> <li>• Customization and branding</li> <li>• Prototyping and testing</li> <li>• Manufacturing and production</li> <li>• Supply chain management</li> </ul>

	<ul style="list-style-type: none"> <li>• Regulatory compliance</li> </ul>
6. Risk Management Services may include but not limited to:	<ul style="list-style-type: none"> <li>• Risk identification</li> <li>• Risk assessment and analysis</li> <li>• Risk mitigation planning</li> <li>• Risk monitoring and control</li> <li>• Compliance and regulatory services:</li> </ul>

## REQUIRED KNOWLEDGE AND SKILLS

This section describes the knowledge and skills required for this unit of competency.

### Required knowledge

The individual needs to demonstrate knowledge of:

- Marketing concepts
- Marketing mix
- Marketing strategies
- Market structures
- Risk taking

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### Required skills

The individual needs to demonstrate the following skills:

- Observation
- Writing
- Active listening
- Marketing

## EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required knowledge and skills range.

1 Critical aspects of competency	Assessment requires evidence that the candidate: 1.1 Determined market share as per work instruction manual
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	<p>1.2 Measured customer satisfaction as per work instruction manual</p> <p>1.3 Assessed distribution channels as per work instruction manual</p> <p>1.4 Conducted market research as per work instruction.</p> <p>1.5 Established product price as per market dynamics</p> <p>1.6 Implemented quality control Services based on markets needs</p> <p>1.7 Implemented risk management services as per marketing procedures.</p> <p>1.8 Determined regulatory environment as per legal guidelines for marketers</p>
2 Resource implications	<p>The following resources should be provided:</p> <p>3.1 Appropriately simulated environment where assessment can take place</p> <p>3.2 Access to relevant work environment</p> <p>3.3 Resources relevant to the proposed activities or tasks</p>
3 Methods of assessment	<p>Competency in this unit may be assessed through:</p> <p>3.1 Practical assessment</p> <p>3.2 Oral questioning</p> <p>3.3 Portfolio of evidence</p> <p>3.4 Third party report</p> <p>3.5 Written tests</p>
4 Context of assessment	<p>Competency may be assessed:</p> <p>4.1 Workplace</p> <p>4.2 Simulated work environment</p>
5 Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector and workplace job role is recommended.</p>