

## **PRINCIPLES OF AGRICULTURAL MARKETING**

**ISCED UNIT CODE: 0811 551 07A**

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

### **Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Apply Agricultural marketing Principles

**Duration:** 80 hours

### **UNIT DESCRIPTION**

This unit specifies the competencies required to apply agricultural marketing principles. It involves applying agricultural marketing concepts implementing marketing services, applying marketing mix concepts and identify market structures

### **Summary of Learning Outcomes**

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

<b>S/No</b>	<b>Learning Outcomes</b>	<b>Duration (Hours)</b>
1.	Agricultural marketing concepts	20
2.	Marketing services	20
3.	Marketing mix concepts	20
4.	Market structures	20
<b>Total</b>		<b>80</b>

### **Learning Outcomes, Content and Suggested Assessment Methods**

<b>Learning Outcomes</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
1. Apply agricultural marketing concepts	1.1 Definition of terms 1.1.1 Market share 1.1.2 Marketing 1.1.3 Sales	<ul style="list-style-type: none"><li>• Practical</li><li>• Third party report</li><li>• Portfolio of evidence</li></ul>

	<p>1.2 market share determination</p> <p>1.3 factors affecting market share</p> <p>1.4 brand awareness</p> <p>1.4.1 name</p> <p>1.4.2 logo</p> <p>1.4.3 product</p> <p>1.5 strategies for increasing brand awareness</p> <p>1.6 measuring customer satisfaction</p> <p>1.6.1 surveys</p> <p>1.6.2 net promoter score</p> <p>1.6.3 online reviews</p> <p>1.6.4 customer complaints</p> <p>1.7 measures of sales performance</p> <p>1.8 factors affecting sales performance</p> <p>1.8.1 pricing</p> <p>1.8.2 product quality</p> <p>1.8.3 quality of sales people</p> <p>1.9 distribution channels</p> <p>1.9.1 Direct sales</p> <p>1.9.2 Retail</p> <p>1.9.3 Wholesale</p> <p>1.9.4 Distributors</p> <p>1.9.5 E-commerce</p> <p>1.9.6 Agent or Broker</p> <p>1.10 Market analysis</p> <p>1.10.1 Competition in the market</p> <p>1.10.2 Factors affecting marketing competition</p> <p>1.11 Marketing costs</p> <p>1.11.1 Advertising promotions</p> <p>1.11.2 Digital Marketing</p> <p>1.11.3 Content Creation</p> <p>1.11.4 Marketing Research</p> <p>1.11.5 Marketing Technology</p> <p>1.11.6 Agency Fees and Outsourcing</p> <p>1.11.7 Branding and Identity</p> <p>1.12 Business sustainability</p>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Oral questions</li> </ul>
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2. Implement marketing services	<p>2.1 Market research</p> <p>2.1.1 Definition of market research</p> <p>2.1.2 methods of market research</p> <p>2.1.2.1 Survey</p> <p>2.1.2.2 Interview</p> <p>2.1.2.3 Observations</p> <p>2.1.2.4 Focus groups</p> <p>2.1.2.5 Industry data analysis</p> <p>2.2 Establishing product price</p> <p>2.3 Market Access Services</p> <p>2.3.1 Market Research and Analysis</p> <p>2.3.2 Market Entry Strategy Development</p> <p>2.3.3 Regulatory Compliance and Market Access</p> <p>2.3.4 Planning Market Access</p> <p>2.3.5 Advocacy and Government Relations</p> <p>2.3.6 Distribution and Channel Development</p> <p>2.4 Quality Control Services</p> <p>2.4.1 Quality planning</p> <p>2.4.2 Quality assurance</p> <p>2.4.3 Quality inspection and testing</p> <p>2.4.4 Statistical process control</p> <p>2.4.5 Root cause analysis</p> <p>2.4.6 Documentation and reporting</p> <p>2.5 Packaging Services</p> <p>2.5.1 Packaging design</p> <p>2.5.2 Material selection</p> <p>2.5.3 Customization and branding</p> <p>2.5.4 Prototyping and testing</p> <p>2.5.5 Manufacturing and production</p> <p>2.5.6 Supply chain management</p> <p>2.5.7 Regulatory compliance</p> <p>2.6 Promotional campaigns</p> <p>2.7 Risk Management Services</p>	<ul style="list-style-type: none"> <li>• Practical</li> <li>• Third party report</li> <li>• Portfolio of evidence</li> <li>• Written tests</li> <li>• Oral questions</li> </ul>

	2.7.1 Risk identification 2.7.2 Risk assessment and analysis 2.7.3 Risk mitigation planning 2.7.4 Risk monitoring and control 2.7.5 Compliance and regulatory services	
3. Apply marketing mix concepts	3.1 Marketing mix 3.2 Ps of marketing 3.3 Agricultural product development 3.4 Product customer needs /gap 3.5 Product price determination 3.6 Promotion of product	<ul style="list-style-type: none"> <li>• Practical</li> <li>• Third party report</li> <li>• Portfolio of evidence</li> <li>• Written tests</li> <li>• Oral questions</li> </ul>
4. Identify market structures	1.1 Market structures 1.2 Market competition 1.3 Regulatory environment 1.4 Market dynamics	<ul style="list-style-type: none"> <li>• Practical</li> <li>• Third party report</li> <li>• Portfolio of evidence</li> <li>• Written tests</li> <li>• Oral questions</li> </ul>

#### Recommended Resources for 25 trainees

S/No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
<b>A Learning Materials</b>				
1.	Graph book	A4/A5 Size	25	1:1
2.	Mathematical table	SMP tables	25	1:1
3.	Scientific calculator	FX 82 MS/FX 570 MS	25	1:1
4.	Data presentation charts	Manilla charts	1	1:25
5.	Squared exercise book	A4 Size	25	1:1
<b>B Learning Facilities &amp; infrastructure</b>				
	Lecture/theory room	72m <sup>2</sup>	1	1:25
	Whiteboard/Plotting grid	2M by 1M	1	1:25
	Computers with interconnection	8GB RAM	25	1:1
	Printers	Ink Jet	1	1:25
	Projector	LCD High resolution	1	1:25
<b>Consumable materials</b>				
	Stationery	Pens, pencils, printing papers, ruler etc.	Enough for 25	1:1
	Assorted whiteboard markers	Non-permanent	3	3:25
<b>D Tools and Equipment</b>				

	White board protractor, compass, ruler, set squares	Wooden/plastic	1 per item	1:25
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