

PRINCIPLES OF AGRICULTURAL MARKETING

ISCEDC UNIT CODE: 0811 451 09A

TVETCDACC UNIT CODE: AQ/CU/AM/CR/05/5/MA

Duration: 120 hours

Unit Description

This unit describes knowledge, skills and attitudes required to apply agricultural marketing principles. It involves carrying out market analysis, carrying out marketing functions in agricultural production and using agricultural marketing institutions.

Summary of Learning Outcomes

By the end of this unit the trainee will be able to:

1. To carry out market analysis
2. To carry out marketing functions in agricultural production
3. To use agricultural marketing institutions

Learning Outcomes, Content and Suggested Assessment Methods

| Learning Outcomes | Content | Suggested Assessment Methods |
|---|---|---|
| 1. Carry out market analysis | Theory 1.1 Market information collection 1.2 Types of market 1.2.1 Perfect 1.2.2 Monopoly 1.2.3 Oligopoly 1.2.4 Monopsony 1.1 Analysis of Market structure | <ul style="list-style-type: none">• Practical• Project• Third party report• Portfolio of evidence• Written tests• Oral questioning |
| 2. Carry out marketing functions in agricultural production | Theory 2.1 Processing of agricultural products 2.2 Sorting and grading of agricultural products 2.3 Packaging and labelling of agricultural products 2.4 Marketing channels 2.5.1 Produce processors 2.5.2 Distributors 2.5.3 Wholesalers 2.5.4 Retailers Practical • Carry out processing, sorting, grading, packaging | <ul style="list-style-type: none">• Practical• Project• Third party report• Portfolio of evidence• Written tests• Oral questioning |

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| | and labelling of agricultural products | |
| 3. Use agricultural marketing institutions | Theory 3.1 Cooperative's identification 3.1.1 Worker cooperatives 3.1.2 Consumer cooperatives 3.1.3 Union cooperatives 3.2 Aquaculture Marketing boards | <ul style="list-style-type: none"> • Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning |

Suggested Methods of Instruction

- Project
- Demonstration
- Practicals
- Discussions
- Direct instruction

Recommended Resources for 25 Trainees

| S/NO | Category/Item | Description/specification | Qty | Recommended ratio (item: trainee) |
|------|---------------------------|---------------------------|-----|-----------------------------------|
| | Projector | EPSOM | 1 | 1:25 |
| | Whiteboard/smartboard | 2.5 By 1.5.M | 1 | 1:25 |
| | Desktop/computer | | 1 | 1:25 |
| | Classroom | Well-lit with 25 seats | 1 | 1:25 |
| | Business plan templates | | 25 | 1:25 |
| | Business Journals | | 5 | 1:5 |
| | Sets of Writing materials | | 25 | 1:25 |
| | marketing handouts | | 5 | 1:25 |
| | Video clips | | 5 | 1:25 |
| | Human resource | Trainer and Technician | 2 | 1:25 |

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|--|---------|--|---|------|
| | Library | Equipped with marketing books and E- section | 1 | 1:25 |
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