

Agricultural Marketing and and Price Analysis Handout 1

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In this lecture I will introduce you to agricultural marketing and price analysis. I will give you an overview of the course sturcture and some of the topics that we will cover

THIS handout is your map to the lecture it will cover the key takeaway messages and the most important graphs will be placed in the right margin with a short explanation.

THE AIM OF THE LECTURE IS to give you some idea of the topics and concepts that you are going to encounter during the course.

You will find important notes in the margin on the right read them.



What is Agricultural Marketing?

WHAT IS THE DIFFERENCE BETWEEN AGRICULTURAL MARKETING AND AGRIBUSINESS MARKETING?, agricultural marketing as an academic discipline is part of agricultural economics. Agribusiness marketing as an academic discipline is part of agribusiness.

THE FIVE MAIN SUB-FIELDS OF AGRICULTURAL ECONOMICS, agricultural economics consists traditionally of the following sub-fields:

- Agricultural Production
- Farm management
- Agricultural marketing
- Agricultural policy
- Rural development

SOME NEW EMERGING FIELDS IN AGRICULTURAL ECONOMICS, there are a number of new emerging fields in agricultural economics:

We will meet here in L329 14:00-15:50
Monday and Wednesday
My office is in the ICB Building Room
315.
Office Hours Tuesday 10:00-12:00
I expect most questions can be
dealt with in class or using Piazza
(<https://piazza.com/cau.edu.cn/fall2016/agec3333/home>)

- Agricultural Finance
- Agricultural and Environmental Resource Economics
- The theory of rural organization

What is Agribusiness Marketing?

Business (Administration) as an academic discipline is usually divided up according to the main functions of the business.

- Supply chain
- (Production and) Operations management
- Marketing
- Finance
- Business Information

This division reflects the division of U-form firms that originated with the American Railways in the 19th Century. Read Alfred Chandler on this. The division is also reflected in the structure of the German management theorist Erich Gutenberg's, Grundlagen der Betriebswirtschaftslehre (Foundations of Business) written in the late 1940's.

Agribusiness Marketing is heavily influenced by Psychology less emphasis on pricing and markets than Agricultural Marketing.

IN THIS COURSE WE WILL STUDY, Agricultural marketing. This is an economics course.

We will cover the following topics:

	Quantity	Quality
Space	Spatial price equilibrium	Monopolistic competition
Time	Futures and forward markets	Vertical supply chain

Before studying strategic behaviour:

- Auction markets
- Bilateral bargaining between a farm and an agribusiness