

**MOI UNIVERSITY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**DEPARTMENT OF AGRICULTURAL ECONOMICS AND RESOURCE MANAGEMENT**

**COURSE OUTLINE -**

**COURSE CODE: ARE 224**

**COURSE TITLE: AGRICULTURAL MARKETING I (PRINCIPLES)**

**CLASS: SECOND YEAR, BSC. AGRICULTURAL ECONOMICS AND RESOURCE MANAGEMENT**

**SEMESTER/ACADEMIC YEAR: II, 2017/2018**

**UNITS: 3**

**LECTURE HOURS PER WEEK: 3**

**COURSE INSTRUCTOR: Dr. WINROSE CHEPNG'ENO**

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**ARE 224: AGRICULTURAL OF MARKETING I (PRINCIPLES)**

**Course Goal/Objectives**

- 1) Introduce the student to marketing terminologies, concepts and principles
- 2) Expose the student to the basic practices, problems in marketing, and the skills involved in marketing management
- 3) Provide the student with an integrated view of the marketing process
- 4) Promote the student's interest in marketing as a career in such areas as sales, retailing, advertising, and physical distribution.

**Learning Outcomes**

At the end of the course, the student should be able to:

- 1) Demonstrate a high level articulation of basic concepts and principles in agricultural marketing.
- 2) Apply agricultural marketing concepts and principles in agricultural management.
- 3) Use agricultural marketing framework to identify and solve agricultural marketing problems.
- 4) Design appropriate marketing strategies

**Course Content**

The marketing concept, the marketing mix, product planning and development; advertising and public relations, personnel selling; channels of and physical distribution; marketing of primary produce; problems and opportunities in commodity marketing; futures market; stock exchange and commodity exchange; commodity marketing.

### Teaching Strategy and Methodology

Lectures, Tutorials, Case Studies, Group Discussions and Presentations, e-learning platform.

### LECTURE SCHEDULE

WEEK	LECTURE NUMBER	LECTURE TOPIC
1	1	Introduction: Definitions of key terms and concepts, role of marketing in economic development
2	2	Marketing management philosophies
3	3	The marketing process
4	-	CAT 1
5	4	Marketing environment
6	5	The marketing mix: Product Development
7	5	The marketing mix: Price
8	-	CAT 2
9	5	The marketing mix: Promotion
10	5	The marketing mix: Distribution
11	6	Marketing of primary produce
12	7	Problems and opportunities in commodity marketing
13	7	Group presentations
14-15	Final Exam	-

### Core Texts

1. Abbott, J.C and J.P Makeham (1986): *Agricultural economics and Agricultural marketing in the tropics*. Longman.

2. Branson, R.E and D.G Norvell (1983): *Introduction to Agricultural Marketing*. Mc-Graw New York Hill.

### **Other Useful Readings**

1. Kohls, R.L and Downey (1972): *Marketing of Agricultural Products*. New York: McGraw- Hill.
2. Tomek, W.G and K.L Robinson (1981): *Agricultural Product Prices*. 2<sup>nd</sup> Ed. Ithaca: Cornell University Press.

### **Instructional Material/Equipment**

Lecture notes, LCD projectors, computers with basic software, internet connectivity, chalkboards/white boards.

### **Course Monitoring and Evaluation**

Orientation, Students class attendance lists, Supervision, Students evaluation of course/lecturer at the end of the course, Students Progress Reports, External examiner's reports, External and internal auditor's reports at the end of every semester of an academic year.

### **Course Assessment**

<b>Type</b>	<b>Weighting</b>
Continuous Assessment	30 %
Examination	70 %
<b>Total</b>	<b>100 %</b>