



# Agriculture Marketing

Course Guide Book for M.B.A(3.5) 6<sup>th</sup>  
Semester

**Muhammad Hamid** MS (Marketing)

**Lecturer (Marketing)**  
Noon Business School  
University of Sargodha





## UNIVERSITY OF SARGODHA

Noon Business School

Course Guide Book**AGRICULTURE MARKETING****Instructor:** Muhammad Hamid**Credit Hours:** 6**Program:** M.B.A 3.5 6th**Class Day/Time:** Monday & Wednesday

**1. Introduction** The objective of this course is to provide practical knowledge and application capabilities to the student for the marketing of agricultural products. This course will explore current marketing methods for agricultural products and services, thereby providing knowledge toward efficient and effective marketing schemes. The student will be able to demonstrate and understanding of these techniques through a semester long marketing project as well as exams. The purpose of this syllabus is to guide the student through the requirements and evaluation criteria of the course, as well as aid in time management.

## 2. Aims and Objectives of the Course

At the end of this course, you should be able to:

1. Demonstrate comprehension of strategic marketing
2. Identify and describe personality traits that affect success at various segments of the marketing mix.
3. Demonstrate comprehension and appreciation for value added products, benefits, and limitations.
4. Identify economic opportunities for new genetic or other value added products
5. Describe functional food value of designer crops and where this fits into a market
6. Describe methods used to protect value and intellectual property in value added products
7. Demonstrate how to sell quality in a commodity oriented marketplace and describe items of importance in doing this successfully

## 3. Teaching Methodology

1. Lecture for disseminating key concepts
2. Discussion on practical issues
3. Assignments and Presentations/Projects

## 4. Assessment/Evaluation

The module is assessed by the group assignments and individual class presentation of relevant topics (20%), and a 3 hours closed-book examination (80%).

<b>Individual Class Presentations/Projects*</b>	20%
Regular Class Presentations/Participation (10%)	
<b>Mid Term Examination (1 hour)</b>	30%
<b>Final Examination (2 hours)</b>	50%
	<b>100%</b>

## 5. Recommended Material:

1. Marketing of Agricultural Products, Kohls & Uhl
2. Marketing of Agricultural products in Pakistan Theory and practice by Qamar MOHY-UD-DIN & Hammad Badar

## 6. Weekly Lecture Plan

Week No.	Lecture Plan
1	<ul style="list-style-type: none"> <li>• Introductions and Course Overview;</li> <li>• Types of Markets</li> <li>• Role of Agriculture Marketing in economic development</li> </ul>
2	<ul style="list-style-type: none"> <li>• Agricultural Marketing system</li> <li>• Marketing system productivity</li> </ul>
3	<ul style="list-style-type: none"> <li>• Analysis of Agricultural Marketing system and approaches</li> </ul>
4	<ul style="list-style-type: none"> <li>• Market organizations'</li> </ul>
5	<ul style="list-style-type: none"> <li>• Marketing tools</li> </ul>
6	<ul style="list-style-type: none"> <li>• Market Efficiency</li> <li>• Margins and costs</li> </ul>
7	<ul style="list-style-type: none"> <li>• Agricultural Marketing in Pakistan</li> <li>• Agricultural Marketing problems and solutions</li> </ul>
8	<ul style="list-style-type: none"> <li>• Role of Private and public sector in agricultural marketing</li> </ul>
<b>-----MID TERM EXAMINATION-----</b>	
9	<ul style="list-style-type: none"> <li>• Government Marketing services</li> <li>• Agricultural Marketing information system</li> </ul>
10	<ul style="list-style-type: none"> <li>• Agricultural Extension services</li> </ul>

	<ul style="list-style-type: none"> <li>• Marketing legislation</li> </ul>
11	<ul style="list-style-type: none"> <li>• Agricultural prices</li> <li>• Agricultural price policy in Pakistan</li> </ul>
12	<ul style="list-style-type: none"> <li>• Agricultural wholesale markets</li> <li>• Development and Characteristics of Wholesales Markets</li> </ul>
13	<ul style="list-style-type: none"> <li>• Commodity Marketing in Pakistan</li> </ul>
14	<ul style="list-style-type: none"> <li>• International Agricultural Marketing</li> <li>• Methods of exporting</li> <li>• Export process</li> </ul>
15	<ul style="list-style-type: none"> <li>• WTO and its implementation in Pakistan</li> </ul>
16	<ul style="list-style-type: none"> <li>• Final project and presentations</li> </ul>

-----FINAL TERM EXAMINATION-----

### GENERAL CRITERIA FOR EVALUATION

The following is meant to give a **general** indication of the attributes which are normally expected of written work for it to be awarded marks in particular degree classes. This is indicative only since an answer can have a number of attributes, strengths and weaknesses and the overall classification given to individual answers and to a script is based on the judgment of the examiners about the inter-play of these attributes, strengths and weaknesses.

(80%+)	Excellent, logical and well-presented answer showing clear evidence of recent research findings on the topic, evidence of additional readings, and showing content of original thought and ideas.
(70-79%)	Very good, well-presented answer showing clear evidence of supplementary reading and some original thought and ideas.
(60-69%)	Good comprehensive answer. Clear, logical, thorough with evidence of breadth and depth in reading. Understanding of inter-relationships between parts of the course and of the subject.
(50-59%)	Adequate to good answer. Material limited to basic reading and lectures, Competent understanding of individual topics with only limited grasp of links between topics.
(40-49%)	Incomplete answer. Material is sparse with inaccuracies and little evidence of even basic reading. Reliance on lecture material with only limited indication of understanding.
(<40%)	Deficient answer. Inaccuracies, omissions, errors in approach, no evidence of understanding or work.

#### **Attendance Policy (Zero Tolerance):**

As per university policy atleast 75% attendance in the class will be mandatory for every student to become eligible for final term exam.