



UNIVERSITI TEKNOLOGI MARA

AGR313: PRINCIPLES OF AGRICULTURAL MARKETING

Course Name (English)	PRINCIPLES OF AGRICULTURAL MARKETING APPROVED
Course Code	AGR313
MQF Credit	3
Course Description	This course discuss various process, problems, issues and challenges related to Malaysia agricultural commodity crops such as oil palm, rubber, paddy, cocoa and other industrial crops. It is also discover the ways to manage those problems arise from the process marketing of these agricultural commodity crops.
Transferable Skills	The students are able to address the problems, issues and challenges in marketing of agricultural commodity crops.
Teaching Methodologies	Lectures, Field Trip, Discussion, Presentation, Self-directed Learning
CLO	CLO1 Explore the basic of agricultural marketing based on Malaysia commodity crops. CLO2 Understand the process involved in the agricultural marketing based on Malaysia commodity crops. CLO3 Identify the issues and challenges towards the Malaysia commodity crops. CLO4 Address the problems arise in marketing of agricultural commodity crops.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction 1.1) 1.1 The Global Market of Agricultural Commodity 1.2) 1.1.2 Demand and Supply of Agricultural Commodity 1.3) 1.2 Malaysian Scenario of Agricultural Commodity 1.4) 1.2.1 Oil palm 1.5) 1.2.2 Rubber 1.6) 1.2.3 Paddy 1.7) 1.2.4 Cocoa 1.8) 1.2.5 Others Industrial Crops 1.9) 1.3 Importance of Agricultural Marketing	
2. Definition Of Agricultural Marketing 2.1) 2.1 Definition of Agricultural Marketing 2.2) 2.2 Marketing Mix (4-P's) 2.3) 2.3 Marketing Utility 2.4) 2.4 Marketing Concept 2.5) 2.5 Marketing Process	
3. Marketing Product 3.1) 3.1 Characteristics of Products and Production 3.2) 3.2 Form Utility 3.3) 3.3 Problems related with Marketing of Agricultural Commodity Products	
4. Marketing Place 4.1) 4.1 Criteria for Market Place 4.2) 4.2 Factors Influencing the Selection of Marketing Place	
5. Marketing Promotion 5.1) 5.1 Purpose of Promotion 5.2) 5.2 Types of Promotion	

6. Marketing Price

- 6.1) 6.1 Price Pegging
- 6.2) 6.1.1 Ceiling and Floor Price
- 6.3) 6.2 Price Policy
- 6.4) 6.3 Marketing Costs

7. Marketing Approach

- 7.1) 7.1 Packaging of Product
- 7.2) 7.2 Labeling of Product
- 7.3) 7.3 Malaysian Certificate Standard
- 7.4) 7.3.1 Malaysia Best, Organic Certificate Malaysia (SOM), Halal Food (MS 1500:2009)

8. Marketing Channels

- 8.1) 8.1 Levels of Marketing Channels
- 8.2) 8.2 Types of Middlemen
- 8.3) 8.2.1 Producers, Processors, Wholesalers, Retailers and Consumers

9. Roles of Malaysian Institution towards the Commodity Crops

- 9.1) 9.1 Agency in providing Technical Assistance
- 9.2) 9.2 Agency involve in the Process of Agricultural Production and Marketing

10. Current Issues and Challenges of Malaysia Commodity

- 10.1) 10.1 Current issues of Malaysia Commodity Crops
- 10.2) 10.2 Challenges of Malaysia Commodity Crops
- 10.3) 10.2.1 Technology, Environmental, Consumerism, Price

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Written Assignment	15%	CLO2
	Case Study	Case Study	15%	CLO3
	Test	Online Test	30%	CLO1

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Richard Louis Kohls, Joseph N. Uhl 2015, <i>Marketing of Agricultural Products</i>, Ninth Ed., Pearson College Division [ISBN: 9780130105844] • Malaysia. Kementerian Pertanian dan Industri Asas Tani 2011, <i>DASAR AGROMAKANAN NEGARA 2011-2020</i>, Pertama Ed., Percetakan Watan Sdn Bhd Kuala Lumpur [ISBN: 9789839863390] • DEPARTMENT OF STANDARDS MALAYSIA, <i>MS 1529:2015 Plant-based organically produced foods - Requirements for production, processing, handling, labelling and marketing</i>, First Ed., Sirim Berhad Selangor

Article/Paper List	This Course does not have any article/paper resources

Other References	
	<ul style="list-style-type: none"> • n/a Jabatan Kemajuan Islam Malaysia 2015, <i>MANUAL PROCEDURE FOR MALAYSIA HALAL CERTIFICATION (THIRD REVISION) 2014</i>, Jabatan Kemajuan Islam Malaysia, Putrajaya http://www.halal.gov.my/v4/images/pdf/MP_PHM2014BI.pdf • n/a Federal Agricultural Marketing Authority (FAMA) <i>Malaysia's Best</i> http://www.fama.gov.my/pengenalan#.Woiqz4NubIU • n/a Federal Agricultural Marketing Authority (FAMA) <i>1 Malaysia Best</i> http://www.fama.gov.my/objektif-1-malaysia-best#.WoirQYNubIU • n/a Department of Agriculture Malaysia 2005, <i>MALAYSIAN FARM CERTIFICATION SCHEME FOR GOOD AGRICULTURAL PRACTICE (SALM)</i>, Department of Agriculture Malaysia https://law.resource.org/pub/my/ibr/ms.g.ap.2005.pdf