



UNIVERSITI TEKNOLOGI MARA

AGR165: AGRICULTURAL PRODUCTS MARKETING

<b>Course Name (English)</b>	AGRICULTURAL PRODUCTS MARKETING <b>APPROVED</b>
<b>Course Code</b>	AGR165
<b>MQF Credit</b>	3
<b>Course Description</b>	This course will elaborate the roles, processes, function and system of agricultural marketing. Attention will be focused to the basic problems of agricultural marketing and solution in solving the problems. The agricultural marketing approaches, scope of agricultural production and its role in agricultural marketing would be analysed. The explanation of concepts of consumers demand and supply will be described along with the factors affecting the taste and preference of the consumers. Role of price discovery and policies, types of elasticity of demand and supply are also important in agricultural marketing. The final section of this course will briefly discuss about types of market structure, determining the best mode to enter the international market, commodity marketing and various types of marketing risks for agricultural marketing.
<b>Transferable Skills</b>	Students should be able to identify basic marketing problems and be able to solve them through the concept of demand and supply and the factors affecting consumers and the various type of marketing risks for agricultural marketing.
<b>Teaching Methodologies</b>	Lectures, Field Trip, Discussion, Presentation, Self-directed Learning
<b>CLO</b>	CLO1 Describe and explain the roles, processes, functions, and system of agricultural marketing and contribution in agricultural economic development. CLO2 Identify and analyse various problems of Agricultural Marketing. CLO3 Discuss and apply basic concepts and knowledge in the operation of efficient agricultural marketing system. CLO4 Communicate to marketers and agro based industry players on current issues of major national commodities.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1.0 INTRODUCTION</b> 1.1) 1.1 Definition of agricultural marketing 1.2) 1.2 Marketing scope and marketing module 1.3) 1.3 Marketing utility and marketing concept 1.4) 1.4 Importance of marketing 1.5) 1.5 Structure of products in agricultural production 1.6) 1.5.1 Characteristics of products 1.7) 1.5.2 Characteristics of production 1.8) 1.6 Strategies of National Agriculture Policy	
<b>2. 2.0 PROBLEMS OF AGRICULTURAL MARKETING</b> 2.1) 2.1 Difference between agriculture products and the industrial products 2.2) 2.2 Agricultural marketing issues	
<b>3. 3.0 MARKETING THEORY</b> 3.1) 3.1 Factors influencing price determination 3.2) 3.2 Methods or strategies in price determination 3.3) 3.3 Market power and power of negotiation 3.4) 3.3.1 Types of market power 3.5) 3.3.2 Types of Negotiation Power 3.6) 3.4 Sources of market power 3.7) 3.5 Promotion 3.8) 3.5.1 Definition 3.9) 3.5.2 Methods of promotion	

- 3.10) 3.5.2.1 Advertisement
- 3.11) 3.5.2.2 Sales promotion
- 3.12) 3.5.2.3 Publicity
- 3.13) 3.5.2.4 Direct Sales

#### **4. 4.0 APPROACHES TO MARKETING PROBLEMS**

- 4.1) 4.1 Limitations of marketing process
- 4.2) 4.1.1 Separation of space
- 4.3) 4.1.2 Separation of time
- 4.4) 4.1.3 Separation of information
- 4.5) 4.1.4 Separation of values
- 4.6) 4.1.5 Separation of ownership
- 4.7) 4.1.6 Differences in quantity and types
- 4.8) 4.2 Processes marketing
- 4.9) 4.2.1 Concentration, equalisation and dispersion.
- 4.10)
- 4.11) 4.3 Functional Approaches
- 4.12) 4.3.1 Exchange function
- 4.13) 4.3.2 Physical function
- 4.14) 4.3.3 Storage function
- 4.15) 4.3.4 Transportation
- 4.16) 4.3.5 Processing
- 4.17) 4.3.6 Financing
- 4.18) 4.3.7 Risk bearing
- 4.19) 4.3.8 Market information
- 4.20) 4.3.9 Importance of functional approach
- 4.21)
- 4.22) 4.4 Institutional Approach
- 4.23) 4.4.1 Definition of middleman in marketing
- 4.24) 4.4.2 Types middleman
- 4.25) 4.4.2.1 Seller-wholesaler and retailer
- 4.26) 4.4.2.2 Marketing Agent-broker and commission man
- 4.27) 4.4.2.3 Speculator
- 4.28)
- 4.29) 4.5 Institutional Support
- 4.30) 4.5.1 The important of Institutional approach
- 4.31) 4.5.2 Factors that influence the selection of marketing
- 4.32) channels

#### **5. 5.0 MARGINAL COST AND MARKETING EFFICIENCY**

- 5.1) 5.1 Marginal Cost
- 5.2) 5.2 Factors that determine the marketing Cost
- 5.3) 5.3 Market Margin:
- 5.4) 5.3.1 Definition
- 5.5) 5.3.2 Factors that influence the Market Margin
- 5.6) 5.4 Market Efficiency:
- 5.7) 5.4.1 Definition
- 5.8) 5.4.2 Method of measuring market efficiency
- 5.9) 5.4.3 Method of increasing efficiency through co-operatives,
- 5.10) reducing competition and the number of middleman

#### **6. 6.0 INVOLVEMENT OF GOVERNMENT IN AGRICULTURAL MARKETING**

- 6.1) 6.1 Government Agencies in marketing of agricultural produces
- 6.2) 6.1.1 Agencies involved in agricultural production and marketing
- 6.3) 6.1.1.1 FAMA, MARDEC, BERNAS, LTN, MITI, MATRADE
- 6.4) 6.1.2 Agencies involved in technical assistance
- 6.5) 6.1.2.1 MARDI, MPOB, FRI, DVS

#### **7. 7.0 COMMODITY MARKETING**

- 7.1) 7.1 Main National Commodity Marketing System such as rubber, oil palm and cocoa especially at KLCE (Kuala Lumpur Commodity Exchange).
- 7.2) 7.2 Types of trade at the commodity market.
- 7.3) 7.3 Problems encountered and effort to expand demand

#### **8. 8. INTERNATIONAL MARKETING**

- 8.1) 8.1. International marketing
- 8.2) 8.1.1. Similarities and differences between International Marketing and Domestic Marketing
- 8.3) 8.1.2. Principles of international marketing
- 8.4) 8.1.2.1. Absolute advantage
- 8.5) 8.1.2.2. Comparative advantage
- 8.6) 8.1.2.3. Balance of price and money
- 8.7) 8.1.2.4. Reciprocal demand
- 8.8) 8.2. Factors to be considered when involves in international marketing
- 8.9) 8.2.1. Demographic
- 8.10) 8.2.2. Economic
- 8.11) 8.2.2.1. Rising income
- 8.12) 8.2.2.2. Inflation

- 8.13) 8.2.2.3. Recession
- 8.14) 8.2.3. Natural
- 8.15) 8.2.4. Technological
- 8.16) 8.2.5. Politics and legal
- 8.17) 8.2.6. Social cultural
- 8.18) 8.3. Major international marketing decisions
- 8.19) 8.3.1. Deciding whether to go global
- 8.20) 8.3.1.1. Reasons to consider going global
- 8.21) 8.3.2. Deciding which markets to enter
- 8.22) 8.3.2.1. Market entry strategies
- 8.23) 8.3.2.1.1. Exporting
- 8.24) 8.3.2.1.1.1. Indirect
- 8.25) 8.3.2.1.1.2. Direct
- 8.26) 8.3.2.1.2. Joint Venturing
- 8.27) 8.3.2.1.2.1. Licensing
- 8.28) 8.3.2.1.2.2. Contract manufacturing
- 8.29) 8.3.2.1.2.3. Management contracting
- 8.30) 8.3.2.1.2.4. Joint ownership
- 8.31) 8.3.2.1.3. Direct Investment
- 8.32) 8.3.3. Deciding on the global marketing program
- 8.33) 8.3.3.1. Standardized marketing mix
- 8.34) 8.3.3.2. Adapted marketing mix
- 8.35) 8.3.3.3. Product invention
- 8.36) 8.3.3.4. Dual adaptation
- 8.37) 8.3.3.5. Communication adaptation
- 8.38) 8.3.3.6. Price
- 8.39) 8.3.3.7. Promotion
- 8.40) 8.3.3.8. Distribution channels / place
- 8.41) 8.3.4. Deciding on the global marketing organization
- 8.42) 8.3.4.1. Organize an export department
- 8.43) 8.3.4.2. Create international divisions
- 8.44) 8.3.4.2.1. Geographical organizations
- 8.45) 8.3.4.2.2. World product groups
- 8.46) 8.3.4.2.3. International subsidiaries
- 8.47) 8.3.4.3. Become a global organization
- 8.48) 8.4. Global Marketing Environment
- 8.49) 8.4.1. International trade system
- 8.50) 8.4.2. World Trade Organization and GATT
- 8.51) 8.4.3. Regional Free Trade Zones

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	30%	CLO2
	Presentation	Video/Virtual Presentation	10%	CLO4
	Test	Online test	20%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Kohls, R. L. and J.N. Uhl. 1996, <i>Marketing of Agricultural Products</i>, 5 Ed., MacMillan, New York.</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Mohd. Jamaluddin Hj. Bula 2006, <i>Agriculture Marketing for Diploma Level MKT16</i>, Universiti Teknologi MARA, Pahang</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
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<b>Other References</b>	This Course does not have any other resources
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