



UNIVERSITI TEKNOLOGI MARA

AGR453: AGRIBUSINESS MARKETING

Course Name (English)	AGRIBUSINESS MARKETING APPROVED
Course Code	AGR453
MQF Credit	3
Course Description	This course deals with understanding and analysis of managing risk, opportunities and strategies, planning, marketing mix, distribution channel, implementing new technologies, international trade, marketing local commodities and case studies of agriculture and the applications of agro-technology.
Transferable Skills	Decision making, Interpersonal skills,
Teaching Methodologies	Lectures, Case Study, Presentation
CLO	<p>CLO1 Generalize the marketing theory and its practical application such as marketing segmentation, product and/or service positioning, distribution, pricing promotion, new innovations and technologies and a variety of strategies for marketing communication and promotion.</p> <p>CLO2 Assess the behavior of agricultural markets, marketing skills for successful management decision-making and the food marketing system.</p> <p>CLO3 Communicate to peers verbally and to the facilitator in writing, through critical and systematic thinking, use the acquired marketing knowledge to suggest alternative solution through ethical and socially responsible behavior for simple marketing issues.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Understanding Agricultural Marketing 1.1) Role and evolution of Marketing 1.2) Managing Profitable Customer Relationship 1.3) Company & Marketing Strategy 1.4) Concept Marketing in the digital age	
2. Risk Management in Agriculture Marketing 2.1) Risk management and the Future Market	
3. Developing Marketing Opportunities and Strategies 3.1) The Marketing in Agriculture Environment 3.2) Consumer Market & Buyer behaviour 3.3) Market Segmentation and Targeting	
4. Product Planning in Agribusiness 4.1) Product Concept 4.2) New Product Development	
5. Pricing Products and Strategies in Agribusiness 5.1) Pricing Approaches 5.2) Pricing Strategies 5.3) Break-even Analysis	
6. Distribution Strategies in Agribusiness 6.1) Market Channel & Supply Chain Management 6.2) Marketing Functions 6.3) Exchange Functions 6.4) a. Buying – owners separations 6.5) b. Selling – ownership separations 6.6) Physicals Functions 6.7) a. Storage – time separation 6.8) b. Transportations – space	

6.9) c. Processing - value 6.10) Facilitating Functions 6.11) a. Grade and standards – information 6.12) b. Financing – value separations 6.13) c. Risk taking – time 6.14) d. Market information - information
7. Promotion Strategy in Agribusiness 7.1) Marketing in Digital Age
8. Managing Marketing in Agribusiness 8.1) Marketing Ethics and Social Responsibility
9. Digital Marketing in Agribusiness 9.1) N/A
10. International Trade Issues and Policies in Agriculture. 10.1) Free trade area 10.2) WTO 10.3) Round Table Sustaining Agriculture 10.4) Effects of liberalizing world agricultural trade 10.5) HALAL 10.6) Malaysia Best 10.7) Sustainability
11. Role and Function of Agricultural Extension and Services 11.1) MARDI, LGM, FAMA, LKIM, LKM, PORLA, PEPPER, ETC

Assessment Breakdown		%
Continuous Assessment		60.00%
Final Assessment		40.00%

Details of Continuous Assessment				
	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Online Assignment	30%	CLO1
	Presentation	Video Presentation	15%	CLO3
	Test	Online Test	15%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none">• Kotler, Philip and Gary Armstrong 2008, <i>Principles of Marketing</i>, 12/E Ed., Prentice Hall, Upper Saddle River, N.J.• Ronald A. Schrimper 2001, <i>Economics of Agricultural Markets</i>, Prentice-Hall, Inc, Upper Saddle River, New Jersey• Richard L. Kohls and Joseph N. Uhl. 2002, <i>Marketing of Agricultural Products</i>, Prentice Hall: Upper Saddle River, NJ.• F. Bailey Norwood and Jayson L. Lusk 2008, <i>Agricultural Marketing and Price Analysis</i>, Pearson Education, Inc. Upper Saddle River. New York• Henrick J. Ehrstrom. 2009, <i>Effects of Liberalizing World Agricultural Trade</i>, Nova Science Publishers, Inc.• J.W. Baker 1981, <i>Agricultural Marketing</i>, Oxford University Press, Walton Street
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	