



UNIVERSITI TEKNOLOGI MARA

AGR513: AGRICULTURAL PRODUCTS MARKETING

Course Name (English)	AGRICULTURAL PRODUCTS MARKETING APPROVED
Course Code	AGR513
MQF Credit	3
Course Description	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 analyzed. The factors affecting the taste and preference of the consumers will be described. The final section of this course explains the commodity marketing and various types of marketing risks for agricultural marketing.
Transferable Skills	Knowledge, Communication, Leadership, Teamwork, Life long learning
Teaching Methodologies	Lectures
CLO	<p>CLO1 1. Explain the roles, processes, functions, and system of agricultural marketing and contribution in agricultural economic development.</p> <p>CLO2 2. Identify and comply with basic concepts and knowledge in the operation of efficient agricultural marketing system and various problems of agricultural marketing and characterise the marketing activities and values ethically, morally and professionally.</p> <p>CLO3 3. Communicate and explain to marketers and agro based industry players on current issues on major national commodities.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. 1.0 INTRODUCTION 1.1) 1.1 Definition of agricultural marketing 1.2) 1.3) 1.2 Marketing scope and marketing module 1.4) 1.5) 1.3 Marketing utility and marketing concept 1.6) 1.7) 1.4 Importance of marketing 1.8) 1.9) 1.5 Structure of products in agricultural production 1.10) 1.5.1 Characteristics of products 1.11) 1.5.2 Characteristics of production 1.12) 1.13) 1.6 Strategies of National Agriculture Policy	
2. 2.0 PROBLEMS OF AGRICULTURAL MARKETING 2.1) 2.1 Difference between agriculture products and the industrial products 2.2) 2.3) 2.2 Agricultural marketing issues	
3. 3.0 MARKETING THEORY 3.1) 3.1 Factors influencing price determination 3.2) 3.3) 3.2 Methods or strategies in price determination 3.4) 3.5) 3.3 Market power and power of negotiation 3.6) 3.3.1 Types of market power 3.7) 3.3.2 Types of negotiation power 3.8)	

- 3.9) 3.4 Sources of market power
- 3.10)
- 3.11) 3.5 Promotion
- 3.12) 3.5.1 Definition
- 3.13) 3.5.2 Methods of promotion
- 3.14) 3.5.2.1 Advertisement
- 3.15) 3.5.2.2 Sales promotion
- 3.16) 3.5.2.3 Publicity
- 3.17) 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)
- 4.9) 4.2 Process of marketing
- 4.10) 4.2.1 Concentration
- 4.11) 4.2.2 Equalization and
- 4.12) 4.2.3 Dispersion
- 4.13)
- 4.14) 4.3 Functional Approaches
- 4.15) 4.3.1 Exchange Function
- 4.16) 4.3.2 Physical Function
- 4.17) 4.3.3 Storage Function
- 4.18) 4.3.4 Transportation
- 4.19) 4.3.5 Processing
- 4.20) 4.3.6 Financing
- 4.21) 4.3.7 Risk Bearing
- 4.22) 4.3.8 Market Information
- 4.23) 4.3.9 Importance of Functional Approach
- 4.24)
- 4.25) 4.4 Institutional Approach
- 4.26) 4.4.1 Definition of middlemen in marketing
- 4.27) 4.4.2 Types of middlemen
- 4.28) 4.4.2.1 Seller, wholesaler and retailer
- 4.29) 4.4.2.2 Marketing agent, broker and commission man
- 4.30) 4.4.2.3 Speculator
- 4.31)
- 4.32) 4.5 Institutional Support
- 4.33) 4.5.1 The importance of institutional approach
- 4.34) 4.5.2 Factors that influence the selection of marketing channels

5. 5.0 MARGINAL COST AND MARKETING EFFICIENCY

- 5.1) 5.1 Marginal Cost
- 5.2)
- 5.3) 5.2 Factors that determine the marketing cost
- 5.4)
- 5.5) 5.3 Market margin
- 5.6) 5.3.1 Definition
- 5.7) 5.3.2 Factors that influence the market margin
- 5.8)
- 5.9) 5.4 Market efficiency
- 5.10) 5.4.1 Definition
- 5.11) 5.4.2 Method of measuring
- 5.12) 5.4.3 Method of increasing efficiency through co-operatives, reducing competition and the number of middlemen

6. 6.0 INVOLVEMENT OF GOVERNMENT IN AGRICULTURAL MARKETING

- 6.1) 6.1 Government agencies in marketing of agricultural products
- 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)
- 7.3) 7.2 Types of trade at the commodity market
- 7.4)
- 7.5) 7.3 Problems encountered and effort to expand demand

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

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

Reading List	Recommended Text	<ul style="list-style-type: none"> Kohls, R.L. and J.N. Uhl 2002, <i>Marketing of Agricultural Products</i>, 9th Edition Ed., Prentice Hall Upper Saddle River, NJ
	Reference Book Resources	<ul style="list-style-type: none"> Mohd Jamaluddin Hj. Bula 2006, <i>Agriculture Marketing for Diploma Level MKT 165</i>, Universiti Teknologi MARA Pahang Branson and Norvell 2008, <i>Marketing of Agricultural Products</i> Kotler, P., Ang, S.H., Leong, S.M., and Tan, C.T. 1999, <i>Marketing Management: An Asian Perspective</i>, 2nd Edition Ed., Prentice Hall Singapore Lowell, B., Catlett, and James, D.L. 2008, <i>Risk Management for Agriculture</i>, Wadsworth Cengage Learning Ronald, A.S. 2001, <i>Economic of Agriculture Markets</i>, Prentice-Hall, Inc. Upper Saddle River, NJ.
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	