

AEM 503

AGRICULTURAL MARKETING

Lecturer

Phillip, Biola B. PhD (Economics)

Course Outline

1. Marketing Concept

- Concept and definition of market
- Types of product demand

2. Economics of marketing

- Marketing as profitable-value addition products
- Values of form, time, place and possession utilities
- The role of marketing in Agriculture
- Peculiarities of agricultural products marketing

4. Marketing Channels and Functions
5. Marketing Research
6. Pricing and price determination
7. The Structure, Conduct and Performance (SCP) paradigm
 - Perfectly competitive markets