



# University of Pretoria Yearbook 2020

## Agricultural economics 220 (LEK 220)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	12.00
<b>Programmes</b>	<a href="#">BCom Agribusiness Management</a> <a href="#">BCom Statistics</a> <a href="#">BCom Statistics and Data Science</a> <a href="#">BSc Food Science</a> <a href="#">BScAgric Agricultural Economics and Agribusiness Management</a> <a href="#">BScAgric Applied Plant and Soil Sciences</a> <a href="#">BScAgric Plant Pathology</a>
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Agricultural Economics Extension and Rural Develo
<b>Period of presentation</b>	Semester 2

### Module content

The agribusiness system; the unique characteristics of agricultural products; marketing functions and costs; market structure; historical evolution of agricultural marketing in South Africa. Marketing environment and price analysis in agriculture: Introduction to supply and demand analysis.

Marketing plan and strategies for agricultural commodities; market analysis; product management; distribution channels for agricultural commodities, the agricultural supply chain, the agricultural futures market.

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