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# University of Pretoria Yearbook 2020

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## Agribusiness marketing management 813 (LEK 813)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	15.00
<b>Programmes</b>	<a href="#">MScAgric Agricultural Economics (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture 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

Introduction to global food markets. Understanding marketing management in food and agriculture. Consumer behaviour and marketing research. Marketing management. Risks in agricultural commodity marketing. Marketing high-value and agro-processed foods. Food franchising. Food quality, labelling and food safety, intellectual property and geographical indicators. Procurement. Supermarkets, etc. Contract growing and marketing. Case studies.

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