



University of Pretoria Yearbook 2021

Agribusiness marketing management 813 (LEK 813)

Qualification	Postgraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	15.00
NQF Level	09
Programmes	MScAgric Agricultural Economics (Coursework)
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	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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