

University of Pretoria Yearbook 2022

Agricultural economics 220 (LEK 220)

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| Qualification | Undergraduate |
| Faculty | Faculty of Natural and Agricultural Sciences |
| Module credits | 12.00 |
| NQF Level | 06 |
| Programmes | BCom (Agribusiness Management) BCom (Statistics and Data Science) BSc (Food Science) BScAgric (Agricultural Economics and Agribusiness Management) BScAgric (Applied Plant and Soil Sciences) BScAgric (Plant Pathology) |
| Service modules | Faculty of Economic and Management Sciences |
| Prerequisites | No prerequisites. |
| Contact time | 3 lectures per week |
| Language of tuition | Module is presented in English |
| Department | Agricultural Economics Extension and Rural Develo |
| Period of presentation | Semester 2 |

Module content

The agribusiness system; the agricultural value chain, the unique characteristics of agricultural products; marketing functions and costs; historical evolution of agricultural marketing in South Africa. The marketing environment. Consumer behaviour and consumer trends. Introduction to supply and demand analysis. Developing a marketing plan and strategies for agricultural commodities; market analysis; product management; distribution channels for agricultural commodities, the agricultural supply chain. Introduction to the agricultural futures market. Marketing in the 21st century. Online marketing, social media. Market structure.

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