

University of Pretoria Yearbook 2022

Agricultural marketing 464 (LEK 464)

Qualification Undergraduate

Faculty [Faculty of Natural and Agricultural Sciences](#)

Module credits 15.00

NQF Level 08

Programmes [BScAgric \(Agricultural Economics and Agribusiness Management\)](#)

Prerequisites LEK 220, LEK 320

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 1

Module content

Introduction the food system, food system dynamics, marketing and the food value chain, global food marketing trends, marketing strategies and plans, consumer behaviour and marketing research, collecting information, forecasting demand, conducting market research, marketing of agricultural products, risk in agricultural commodity marketing, connecting with customers, building strong brands, creating value, food franchising. food quality, labelling and food safety, intellectual property and geographical indicators, delivering value, supply chain management, contract growing, conducting marketing responsibility for long-term success, communicating value. Marketing in the 21st century, Food system essay, Market research project.

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