



University of Pretoria Yearbook 2022

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	2 tutorials/seminars per week, 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

Review on Economic Role of Prices and Approaches to the Study of Agricultural Market Organization and Performance. Theoretical Models of Market Structure and Performance. Households, Markets and Consumption. Market Characteristics. Demand Analysis - Single and Complete Equations. Supply Analysis. Spatial and Inter-Temporal Analysis of Agricultural Markets for Policy.

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