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# University of Pretoria Yearbook 2018

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## Agricultural economics 220 (LEK 220)

**Qualification** Undergraduate

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

**Module credits** 12.00

**Programmes** [BCom Agribusiness Management](#)

[BCom Statistics](#)

[BScAgric Agricultural Economics and Agribusiness Management](#)

[BScAgric Applied Plant and Soil Sciences](#)

[BScAgric Plant Pathology](#)

**Service modules** Faculty of Economic and Management Sciences

**Prerequisites** [LEK 210 ] or [EKN 113 and/or EKN 120]

**Contact time** 3 lectures per week

**Language of tuition** Afrikaans and English are used in one class

**Department** Agricultural Economics Extension and Rural Develo

**Period of presentation** Semester 2

### Module content

The agribusiness system; the unique characteristics of agricultural products; marketing functions and costs; market structure; historical evolution of agricultural marketing in South Africa. Marketing environment and price analysis in agriculture: Introduction to supply and demand analysis.

Marketing plan and strategies for agricultural commodities; market analysis; product management; distribution channels for agricultural commodities, the agricultural supply chain, the agricultural futures market.

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