

University of Pretoria Yearbook 2016

Marketing and trade 808 (AHE 808)

Qualification	Postgraduate
Faculty	Faculty of Veterinary Science
Module credits	30.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Veterinary Tropical Diseases
Period of presentation	Semester 1

Module content

This module deals with the concepts and principles of trade and marketing of animal (livestock and wildlife) commodities and products including economic principles; livestock supply chains, marketing channels and competitiveness; international standard-setting bodies; risks associated with commodities and products; meeting sanitary and phyto-sanitary (SPS) and technical barriers to trade (TBT) standards; biological safety and animal production (value) chains; traceability requirements; and auditing and certification.

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