

# University of Pretoria Yearbook 2016

## 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: Agribusiness Management](#)

[BScAgric Food Science and Technology](#)

[BScAgric Option: 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** Double Medium

**Academic organisation** Agric Econ, Ext + Rural Dev

**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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.