



University of Pretoria Yearbook 2019

Agricultural economics 220 (LEK 220)

Qualification Undergraduate

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

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.

Module credits 12.00

Programmes [BCom Agribusiness Management](#)

[BCom Statistics](#)

[BSc Food Science](#)

[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

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