



University of Pretoria Yearbook 2019

Agricultural marketing 713 (LEK 713)

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| Qualification | Postgraduate |
| Faculty | Faculty of Natural and Agricultural Sciences |
| Module credits | 15.00 |
| Programmes | BComHons Agricultural Economics |
| Service modules | Faculty of Economic and Management Sciences |
| Prerequisites | No prerequisites. |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |
| Department | Agricultural Economics Extension and Rural Develo |
| Period of presentation | Semester 1 or Semester 2 |

Module content

Agricultural marketing. The nature, development and conceptualisation of marketing and marketing study; the marketing environment, nationally and internationally; the functional and institutional approaches to marketing study; price discovery and margins; dynamics of agricultural and food marketing channels; competition and concentration on horizontal and vertical level; conflict and power relationships in agricultural marketing; economics of food consumption, consumer behaviour and consumer action; food market segmentation; food quality and branding, price, product, promotional and distributional policy; marketing analysis and planning. Global food marketing issues, contracting and changing global food retail patterns.

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