



University of Pretoria Yearbook 2020

Agricultural economics 220 (LEK 220)

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| Qualification | Undergraduate |
| Faculty | Faculty of Natural and Agricultural Sciences |
| Module credits | 12.00 |
| Programmes | BCom Agribusiness Management BCom Statistics BCom Statistics and Data Science 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 | No prerequisites. |
| Contact time | 3 lectures per week |
| Language of tuition | Module is presented in English |
| 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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