

# University of Pretoria Yearbook 2022

## Agricultural marketing 464 (LEK 464)

**Qualification** Undergraduate

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

**Module credits** 15.00

**NQF Level** 08

**Programmes** [BScAgric \(Agricultural Economics and Agribusiness Management\)](#)

**Prerequisites** LEK 220, LEK 320

**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 1

### Module content

Introduction the food system, food system dynamics, marketing and the food value chain, global food marketing trends, marketing strategies and plans, consumer behaviour and marketing research, collecting information, forecasting demand, conducting market research, marketing of agricultural products, risk in agricultural commodity marketing, connecting with customers, building strong brands, creating value, food franchising. food quality, labelling and food safety, intellectual property and geographical indicators, delivering value, supply chain management, contract growing, conducting marketing responsibility for long-term success, communicating value. Marketing in the 21st century, Food system essay, Market research project.

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