

# University of Pretoria Yearbook 2022

## Agricultural marketing 713 (LEK 713)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	15.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BComHons Agricultural Economics</a>
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Agricultural Economics Extension and Rural Develo
<b>Period of presentation</b>	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 & marketing research, collecting information, forecasting demand, conducting market research, consumer research tools, marketing of agricultural products, risk in agricultural commodity marketing, connecting with customers, building strong brands, creating value, food franchising. food quality, labelling & 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. Case study analysis, industry case study.

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