



University of Pretoria Yearbook 2022

Agricultural economics 220 (LEK 220)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	12.00
NQF Level	06
Programmes	BCom (Agribusiness Management) 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 agricultural value chain, the unique characteristics of agricultural products; marketing functions and costs; historical evolution of agricultural marketing in South Africa. The marketing environment. Consumer behaviour and consumer trends. Introduction to supply and demand analysis. Developing a marketing plan and strategies for agricultural commodities; market analysis; product management; distribution channels for agricultural commodities, the agricultural supply chain. Introduction to the agricultural futures market. Marketing in the 21st century. Online marketing, social media. Market structure.

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