

University of Pretoria Yearbook 2025

Agricultural economics 220 (LEK 220)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	12.00
NQF Level	06
Programmes	BCom specialising in Agribusiness Management BCom specialising in Statistics and Data Science BSc in Food Science BScAgric in Agricultural Economics in Agribusiness Management BScAgric in Applied Plant and Soil Sciences BScAgric in Applied Plant and Soil Sciences 5-year programme BScAgric in Plant Pathology BScAgric in Plant Pathology 5-year programme
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.

General Academic Regulations and Student Rules

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that

they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.