

description Agricultural marketing course
template

1. Course Name .1	
marketing Agricultural	
2. Course Code	
AGMA442	
3. Year / Semester	
2023-2024 First semester	
4. Date this description was prepared	
1 / 2 / 2024	
5. Available forms of attendanc	
My presence	
6. number of units (total / Number of study hours total)	
75 hours/3.5 unit	
7. mentione Name of the course administrator (if more than one name is	
A. M. D. Aswan Abdel Qader	
joy . millimeter FARAH MOHSEN	
8.Course objectives	
<p>:practical</p> <p>Enabling the student to learn about – and methods of electronic marketing studying markets</p>	<p>:theoretical</p> <p>Enabling the student to understand and – comprehend what is related to agricultural marketing</p> <p>Enabling the student to know the markets – intermediaries in the marketing process and</p> <p>Enabling the student to become familiar – with the market demand curve</p> <p>Empowering the student with knowledge of – advantages and contracts and their disadvantages</p> <p>The student can learn about agricultural – price prices and the equilibrium</p>
9. Teaching and learning strategie	

<p>:practical</p> <p>To Assignment of extensive work - reveal leadership skills</p> <p>Assigning tasks and reports for each semester -</p>	<p>:theoretical</p> <p>damage Interactive erased - Brainstorming - Dialogue and discussion - Assigning tasks and reporting - Offers to market models and brokers -</p>
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					entitled He is assigned to prepare a report - from his diligence and prepare it for discussion with Students
10. structure t Headquarters					
Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	hours	the week
exams, Short assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Principles in agricultural marketing	Knows :A1 the concept of agricultural marketing and its importance to the producer, consumer and intermediaries working in) agricultural .(marketing	theoretical 2	1
	Assigning tasks And report	Examples of agricultural marketing	B9 shows the mechanisms in agricultural marketing	practical 3	

exams, Short assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Marketing jobs	B1 shows the introduction to marketing studies, which includes the commodity approach and includes exchange functions (buying and .(selling	theoretical 2	2
	Assigning And tasks report	Types of warehouses	A5 Learns practically about warehouses and their types, especially wheat warehouses	practical 3	
exams, Short assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Storage and transportation My job is to assign a report and discuss it	B2 Explains practical functions and services including storage and transport	theoretical 2	3
	Assigning tasks and reporting	Uses examples of marketing functions	A6 uses of examples marketing functions	practical 3	

exams, Short assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Preparation, financing and assembly	B3 explains facilitating the functions and services, including assembly, processing, financing and	theoretical 2	4
	Assigning tasks and reporting	Many methods are used in analysis	C4 analyzes methods of studying agricultural markets	3	

Short exams, assignments discussions	Methods Audio writing style on the blackboard, direct dialogue style	: Advertising, packaging, packing and staging	B4 Explains advertising, its ,packaging importance and levels, packaging and its principles, staging and .similarity	theoretical 2	5
	Assigning tasks And report	Field visit to the markets	A7 makes a field visit to the markets	practical 3	
Short exams, assignments discussions	Methods Audio writing style on the blackboard, direct dialogue style	Recognizes the types of markets and types of intermediaries in the marketing process	A2 identifies the types of markets and types of intermediaries in the marketing process	theoretical 2	6

	Assigning tasks And report	Definition of agricultural prices Its importance Types of agricultural policies	B9 Explains agricultural prices agricultural and policies	practical 3	
Short exams, assignments discussions	:My theory Methods Audio writing style on the blackboard, direct dialogue style	Explains contracts, definition, their advantages and disadvantages to the farmer and their advantages and disadvantages to the buyer	B5 Explains contracts, their definition, advantages and disadvantages for the farmer and their advantages and disadvantages for the buyer	theoretical 2	7
	Assigning tasks And report	Field visit to the most important factories at the university	A8 visits one of the food science factories at the university	practical 3	
Short exams, assignments discussions	Methods Audio writing style on the blackboard, direct dialogue style	Explains the origins of the food industries, which include natural ,(canning and artificial drying, cooking, pasteurization, ,(and freezing Practical: Learn about the impact of electronic marketing on the marketing mix	B6 Explains the origins of the food industries, which include (canning, natural and artificial drying, cooking, pasteurization, ,(and freezing	theoretical 2	8
	Direct dialogue style	Applies to preparing fruits and vegetables for marketing	C5 Applies to preparation the of fruits and vegetables for marketing	practical 3	

Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	:	Explains the demand for agricultural commodities (definition of demand, determinants ,of demand elasticities of demand, market (demand	B7 Explains the demand for agricultural commodities (definition of demand, determinants of demand, elasticities of demand, market (demand	theoretical 2	9
	Assigning tasks And report	Marketing vegetables and fruits	B10 Explains how to market and vegetables fruits	practical 3		
Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Applies both output curves	C1 applies both output curves	theoretical 2	10	
	Assigning tasks And report	examples Apply of marketing margins	C6 Apply examples of margins marketing	practical 3		
Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue	Applies to the laws and elasticity of demand	C2 applies to the and laws elasticity of demand	theoretical 2	11	

	style				
	Assigning tasks And report	the What's online marketing advantages Its negatives Its	B11 Explains electronic marketing	practical 3	
Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Explains the supply of agricultural commodities (definition of supply, determinants of supply, elasticities Supply, market offer	B8 Explains the of supply agricultural commodities (definition of supply, determinants of ,supply elasticities Supply, market offer	theoretical 2	12
	Assigning tasks And report	E-marketing and its impact on the marketing mix	B12 Explains electronic marketing and its impact on the marketing mix	practical 3	

Short exams, assignments, discussions	:theory My Methods writing Audio style on the blackboard, direct dialogue style	and discuss Report	C3 applies to the laws and elasticities of supply	theoretical 2	13
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	tasks Assigning and reporting	of electronic marketing	Examples of electronic marketing	C7 applies examples of electronic marketing	practical 3	
Short exams, assignments, discussions	Methods writing Audio style on the blackboard, direct dialogue style	prices For Known And its agricultural Footnotes importance Al-Sari spread, Price		A3 Knows Agricultural and prices their importance, price margins, price spread	theoretical 2	14
	Assigning And tasks report	Examples of marketing mix		C8 Apply of examples the marketing mix	practical 3	
Short exams, assignments, discussions	Methods writing Audio style on the blackboard, direct dialogue style	Explains the meaning of electronic marketing (its advantages and disadvantages) and its impact on the marketing mix		the A4 Explain meaning of electronic marketing (its advantages and disadvantages) and its impact on the mix marketing	theoretical 2	15
	tasks Assigning And report	The basic obstacles to electronic marketing		B13 Explains the basic obstacles to electronic marketing	practical 3	

11. evaluation Course

Relative %weight	Class	Calendar date ((week	methods Calendar	T
%13	7 theoretical + 6 practical	Theoretica 15 week I Practical -1 week 15	final report + practical reports Theoretical	1

%6	4 Theoretical + 2 practical	(3) Week	Quiz (1) test Short	2
%15	10 theoretical 5 + practical	(9) Week	(theoretical and practical)Exam Midterm	3
%6	4 Theoretical + 2 practical	(12) Week	Quiz (2) test Short	4
%20	20	Practical exams week	practical test Final	5
%40	40	The week of theoretical exams	theoretical test Final	6
%100	100	total the		
12. Learning and teaching resources				
Dr. Abi Saeed Al-Duwaih , 1983 .Prof if available, Required textbooks (methodology agricultural marketing book): Lectures from the Internet				

subject teacher : Dr. Aswan Abdel Qader Zidan,

School of Practical Subject: M. Farah Mohsen Ali

Chairman of the Scientific Committee: Prof. Dr. Alaa Muhammad Abdullah

Head of the Agricultural Economics Department: Prof. Dr. Alaa Muhammad Abdullah