

## Agricultural marketing course description template

1. Course Name:	
Agricultural marketing	
2. :Course Code Code	
AG MA442	
3. Semester/Year:	
Fall semester 2024/fourth stage/2023-2024	
4. Date this description was prepared:	
9/1/2023	
5. :Available forms of attendance	
My presence	
6. :Number of study hours (total)/number of units (total)	
theoretical hours / 2 units 30	
7. Name of the course administrator (if more than one name is mentioned)	
:Name: A.M. Amna Abdel-Ilah Hamdoun Email <a href="mailto:amina80@uomosul.edu.iq">amina80@uomosul.edu.iq</a>	
8. Course objectives	
:theoretical	
Enabling the student to understand and comprehend what is related to agricultural marketing -	
.Enabling the student to know the importance of agricultural marketing in developing countries -	
Enabling the student to know marketing problems, their types, ways to eliminate them, develop - solutions and alternatives, and turn the crisis into an opportunity	
Enabling the student to know the introduction to marketing studies (marketing curricula) -	
Student evaluation of marketing performance is the result of the interaction of both marketing - .performance and market behavior. Marketing costs and marketing margins	
The student can learn about the types of markets and the types of intermediaries in the marketing - process	
The student can know the demand for agricultural offers, analyze crop prices, elements of the - .marketing mix, elements of the promotional mix, and control the markets	
.The student can learn about marketing in productive organizations -	
9. Teaching and learning strategies	
Interactive lecture, brainstorming, dialogue and discussion, the content of agricultural .marketing, its importance, and its problems	The strategy
.Interactive lecture, brainstorming, identifies marketing problems	
Interactive lecture, brainstorming, presentations and drawings for a diagram illustrating .marketing approaches	

<p>.Interactive lecture, brainstorming, dialogue and discussion</p> <p>Interactive lecture, brainstorming, presentations of charts illustrating market control .and the latest market performance</p> <p>Interactive lecture, brainstorming, dialogue and discussion</p> <p>Interactive lecture, brainstorming, dialogue and discussion, assigning tasks and reporting</p> <p>Interactive lecture, brainstorming, dialogue and discussion, assigning tasks and reporting</p> <p>Interactive lecture, brainstorming, dialogue and discussion, assigning tasks and reporting</p> <p>Interactive lecture, brainstorming, dialogue and discussion about electronic marketing and the elements of the promotional and marketing mix</p> <p>He is assigned to prepare a report on the scientific visit and prepare it for discussion with the students</p> <p>He is assigned to prepare an assignment on agricultural marketing topics and prepare it for discussion with students</p>	
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10 Course structure .					
Evaluation method	Learning method (theoretical)	Name of the unit or topic	Required learning outcomes	hours	the week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	agricultural marketing	A: The student learns about the concept of agricultural marketing and its objectives 1	2 Theoretical	The first week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	eting problems	A The student learns about marketing problems 2	2 Theoretical	second week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	agricultural marketing	B Explains to the student the importance of agricultural marketing 1	2 Theoretical	the third week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	ons	B Explains the types of markets 2	2 Theoretical	fourth week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	he marketing process	B Explains to the student the types of intermediaries in the marketing process 3	2 Theoretical	The fifth week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard	ion of marketing	B Shows the student marketing competence and marketing performance 4	2 Theoretical	the sixth week

	Direct dialogue style				
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	nts	B The student has the ability to 5 analyze crop prices and the demand for agricultural commodities	2 Theor etical	Seventh week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	The concept of marketing costs	B Explains marketing costs and 6 marketing margins	2 Theor etical	The eighth week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	er for Dry and Preserved	B Explains to the students the 7 objectives of the scientific visit and provides a report on the visit and the nature of work at the center	2 Theor etical	The ninth week: a scientific visit to the Center for Dry and Preserved Agricultur e/Universi ty of Mosul
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Control the markets	C The student draws a diagram 1 showing control in markets.	2 Theor etical	The tenth week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Marketing performance	B Explains marketing performance to 9 students	2 Theor etical	Week eleven
Short exams Assignment of duty	Auditory methods Style of writing on the	Marketing in productive	A Students learn about marketing in 3 productive organizations	2 Theor	The twelfth

discussions	blackboard Direct dialogue style	organizations		etical	week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	A visit to the College of Management and Economics/Department of Marketing Management	B Shows students the importance of 10 scientific cooperation between colleges and benefiting from the vocabulary of the agricultural marketing subject of the Marketing Management Department in the College of Administration and Economics	2 Theor etical	The thirteenth week: a scientific visit to the College of Managem ent and Economic s/ Departme nt of Marketing Managem ent. At the University of Mosul
Short exams Assignment of duty Discussions Reports	Auditory methods Style of writing on the blackboard Direct dialogue style	Types of intermediaries in the marketing process	:C Compares the types of 2 intermediaries in the marketing process	2 Theor etical	The fourteenth week
Short exams Assignment of duty And discuss it	Auditory methods Style of writing on the blackboard Direct dialogue style	Marketing plan Its dimensions - justifications - challenges strategy -	B: Explains the marketing plan 11	2 Theor etical	The fifteenth week

Course evaluation -11				
Relative weight %	Class	Calendar appointment a week -	Calendar methods	T
<b>5</b>	<b>5</b>	My theory is week 1-15	A theoretical final report	1
<b>10</b>	<b>10</b>	Week 3	Short test 1 <b>Quiz</b>	2
<b>15</b>	<b>15</b>	Week 9	Theoretical midterm test	3
<b>10</b>	<b>10</b>	Week 12	Short test 2 <b>Quiz</b>	4
<b>60</b>	<b>60</b>	A week of theoretical exam	Final theoretical test	5
<b>100</b>	<b>100</b>		the total	

Learning and teaching resources -12
Agricultural Marketing / Professor Dr. Abi Saeed Al-Dewji
Internet sources

Theoretical subject teacher: A.M. Amna Abdel-Ilah Hamdoun

Chairman of the Scientific Committee: Dr. Talal Saeed Hamid, Head of the  
Agricultural Extension Department: Dr. Talal Saeed Hamid