

Course description Form

1. Course Name:
Agricultural marketing
2. Course Code:
AGMA442
3. the chapter/the year:
Chapter one 2023-2024
4. Date this description was prepared
1/2/2024
5. Available forms of attendance:
My presence
6. Number of study hours (total) / number of units (total):
(2hours/2lonliness
Name of the course administrator (if more than one name is mentioned)7.
Eng. Sari Sael Abdel
8. Course objectives
<ul style="list-style-type: none">- Enabling the student to understand and assimilate what is relatedIn agricultural marketing- Enabling the student to knowMarkets and intermediaries in the marketing process- Enabling the student to gain knowledgeWith the market demand curve- Empowering the studentKnowing contracts, their advantages and disadvantages- The student canTo know agricultural prices and the equilibrium price
9. Teaching and learning strategies

- erased ZRInteractive
- BrainstormingNe
- Dialogue and discussion
- Assigning tasks and reporting
- OffersFor market models and brokers



- He is assigned to prepare a report entitled from his diligence and prepare it for discussion with Students

10. Headquarters structure t

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	hours	the week
Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Principles in agricultural marketing	A1:KnownThe concept of agricultural marketing and its importance to the producer, consumer and intermediaries (working in agricultural marketing).	theoretical 2	1
Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Marketing jobs	B1 shows the introduction to marketing studies and includes the commodity approach and includes exchange functions (buying and selling)	theoretical 2	2

Short exams, 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 transportation	theoretical 2	3
Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Preparation, financing and assembly	B3 explains the facilitating functions and services, including assembly, processing, and financing	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, packaging, its importance and levels, packaging and its principles, grading and similarity.	theoretical 2	5
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	A2Recognizes the types of markets and types of intermediaries in the marketing process	theoretical 2	6

Short exams, assignments, discussions	My theory: Methods Audio writing style on the blackboard, direct dialogue style	Explains contracts, their definition, 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
Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Explains the origins of the food industries, which include (canning, natural 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

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
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Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Applies both output curves	C1 applies output inverse curves	theoretical 2	10
Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Applies to laws and elasticity of demand	C2 applies to the laws and elasticity of demand	theoretical 2	11
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 of supply, market supply)	B8 Explains the supply of agricultural commodities (definition of supply, determinants of supply, elasticities of supply, market supply)	theoretical 2	12

Short exams, assignments, discussions	My theory: Methods Audio writing style on the blackboard, direct dialogue style	Report and discuss	C3 applies to the laws and elasticity of supply	theoretical 2	13
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Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Known For prices agricultural And its importance Footnotes Price ,spread Al-Sari	KnownA3 Agricultural prices and their importance, price margins, price spread	theoretical 2	14
Short exams, assignments, discussions	Methods Audio writing style on the blackboard, direct dialogue style	Explains the meaning of electronic marketing (its advantages and disadvantages) and its impact on the marketing mix	A4MentionedThe meaning of electronic marketing (its advantages and disadvantages) and its impact on the marketing mix	theoretical 2	15

11. Course evaluation

Relative weight%	Class	Calendar date (week)	Calendar methods	T
%13	7theoretical	My theory is a week1-15	A theoretical final report	1
%6	4theoretical	week)3(Short test)1(Quiz	2
%15	15 theoretical	week)9(Midterm testMidterm exam) My theory	3
%6	4theoretical	week)12(Short test)2(Quiz	4
%60	60	The week of theoretical exams	Final theoretical test	5
%100	100		the total	

12. Learning and teaching resources

Prof. Dr. Abi Saeed Al-Duwaih, 1983	Required prescribed books (methodology, if any).Agricultural marketing book: Lectures from the Internet
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Instructor of theoretical part

Sari Sael Abdel

Chairman of the scientific committee

Prof. Dr. Moafak mahmood ahmed

Instructor of practical part

Head of the department of Food science

Prof. Dr. Sumiya kalaf badawi