



## MODULE DESCRIPTION FORM

Module Information				
Module Title	AGRICULTURAL MARKETING TECHNIQUES		Module Delivery	
Module Type	Core learning activity		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar	
Module Code	AMT1100			
ECTS Credits	5			
SWL (hr/sem)	125			
Module Level	1	Semester of Delivery		2
Administering Department	SSWR1969, PLPR1966, HOLA1974, FORE1964, FOSC1965, FICR1973, ANPR1964, AGECE1979, AETT1979, AGME1986		College	AGFO1964
Module Leader	zwaid fathiy abd Omar Dheyaa Mohammed Asmaa Mohammed Adil Moyassar Mohammed Aziz Nofal Issa Mohamed Taha Mohammed Taki Firas Kadhim Dawoo Aljuboori Khaled Anwer Khaled ALKHALED Talal Saeed Hameed Sumood Husain Ai Al-Hadedy		e-mail	<a href="mailto:zu-kh1985@uomosul.edu.iq">zu-kh1985@uomosul.edu.iq</a> <a href="mailto:dr.omaralmallah@uomosul.edu.iq">dr.omaralmallah@uomosul.edu.iq</a> <a href="mailto:asmaama@uomosul.edu.iq">asmaama@uomosul.edu.iq</a> <a href="mailto:moyassar_aziz@uomosul.edu.iq">moyassar_aziz@uomosul.edu.iq</a> <a href="mailto:nofelemh@uomosul.edu.iq">nofelemh@uomosul.edu.iq</a> <a href="mailto:tahataqi@uomosul.edu.iq">tahataqi@uomosul.edu.iq</a> <a href="mailto:firasaljuboori@uomosul.edu.iq">firasaljuboori@uomosul.edu.iq</a> <a href="mailto:khalid.anwar31@uomosul.edu.iq">khalid.anwar31@uomosul.edu.iq</a> <a href="mailto:stalal1982@uomosul.edu.iq">stalal1982@uomosul.edu.iq</a> <a href="mailto:sumod_husain@uomosul.edu.iq">sumod_husain@uomosul.edu.iq</a>
Module Leader's Acad. Title	Professor Assistant Professor		Module Leader's Qualification	Ph.D. MSc.
Module Tutor	saraa sayil eabd		e-mail	<a href="mailto:Sura84@uomosul.edu.iq">Sura84@uomosul.edu.iq</a>
Peer Reviewer Name	N.A.		e-mail	N.A.
Scientific Committee Approval Date	15/10/2024		Version Number	1.0

Relation with other Modules			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents	
<b>Module Objectives</b>	<ol style="list-style-type: none"> <li>1. The student gains a basic understanding of the food marketing system in the country.</li> <li>2. The student describes the agricultural marketing chain.</li> <li>3. The student identifies various economic principles and how they relate to agricultural marketing.</li> <li>4. The student discusses consumer demand and the impact of marketing on consumer demand.</li> <li>5. The student discusses specialty products and value-added products.</li> <li>6. The student understands the importance of agricultural cooperatives.</li> <li>7. The student describes the structure of agricultural marketing.</li> <li>8. The student develops a marketing plan for an agricultural product</li> </ol>

<b>Module Learning Outcomes</b>	<p>The student should be able to:</p> <p>LO#1: Explain the basic marketing functions of buying, selling, transportation, storage, financing, standardization, pricing, and risk bearing.</p> <p>LO#2: Apply economic principles to the marketing of agricultural products.</p> <p>LO#3: Identify alternatives in the marketing of agricultural commodities/products.</p> <p>LO#4: Study the structure of agricultural markets.</p>
<b>Indicative Contents</b>	<p>Indicative content includes the following.</p> <p><u>Part A - Circuit Theory</u></p> <p>Developing the correct management skills for agricultural marketing in the precise specialization and determining the appropriate means for marketing agricultural products in the fastest time, highest marketing efficiency and lowest costs, and working to transport agricultural commodities through good and fast transportation methods to ensure transportation in the fastest times because agricultural crops are susceptible to rapid spoilage if they are not transported and stored in storage methods. Various types, and work on packing agricultural products in glass, cardboard, plastic or wooden boxes. The most important modern means of shopping will be discussed, such as electronic marketing via the Internet. Students will also be taught how to shop practically by visiting wholesale marketing places and teaching students how a</p>

	<p>merchant or broker works in shopping.</p> <p>Total hrs = 32 = SSWL - (Exam hrs) = 32 - 2 = 30 hr (Time table hrs x 15 weeks)</p>
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### Learning and Teaching Strategies

<b>Strategies</b>	<ol style="list-style-type: none"> <li>1. Interactive lecture, Brainstorming</li> <li>2. Dialogue and discussion</li> <li>3. Assigning reports</li> <li>4. Quizzes</li> <li>5. Show examples for writing scientific reports in the correct formats.</li> </ol>
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### Student Workload (SWL)

<b>Structured SWL (h/sem)</b>	32	<b>Structured SWL (h/w)<sup>1</sup></b>	2
<b>Unstructured SWL (h/sem)</b>	93	<b>Unstructured SWL (h/w)</b>	6
<b>Total SWL (h/sem)</b>	125		

### Module Evaluation

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
<b>Formative assessment</b>	<b>Quizzes</b>	3	15% (15)	4,6,9	LO#2, LO#4
	<b>Home Assignments</b>	2	10% (10)	2 and 12	LO#1, LO#4
	<b>Collage Assignments</b>	1	5% (5)	10 and 11	LO#3
	<b>Report</b>	1	10% (10)	13	LO#4
<b>Summative assessment</b>	<b>Midterm Exam</b>	2hr	10% (10)	7	LO#1, LO#2
	<b>Final Exam</b>	2hr	50% (50)	16	All
<b>Total assessment</b>			100% (100 Marks)		

### Delivery Plan (Weekly Syllabus)

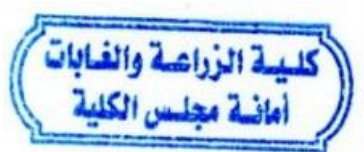
	Material Covered
<b>Week 1</b>	Introductions and Course Overview; Types of Markets, Role of Agriculture Marketing in economic development.
<b>Week 2</b>	Agricultural Marketing system, Marketing system productivity.

<b>Week 3</b>	Analysis of Agricultural Marketing system and approaches.
<b>Week 4</b>	Market organizations.
<b>Week 5</b>	Marketing tools.
<b>Week 6</b>	Market Efficiency and Margins and costs.
<b>Week 7</b>	<b>Midterm Exam.</b>
<b>Week 8</b>	Agricultural Marketing in Iraq.
<b>Week 9</b>	Agricultural Marketing problems and solutions.
<b>Week 10</b>	Role of Private and public sector in agricultural marketing.
<b>Week 11</b>	Government Marketing services, Agricultural Marketing information system.
<b>Week 12</b>	Agricultural Extension services, Marketing legislation, Agricultural prices, Agricultural price policy in Iraq, Agricultural wholesale markets.
<b>Week 13</b>	Development and Characteristics of Wholesales Markets, Commodity Marketing in Iraq.
<b>Week 14</b>	International Agricultural Marketing.
<b>Week 15</b>	Methods of exporting, Export process, WTO and its implementation in Iraq.
<b>Week 16</b>	Preparing the student for the final exam.

Learning and Teaching Resources		
	Text	Available in the Library?
<b>Required Texts</b>	Principles of Agricultural Marketing, Abu Saeed Al-Duwaihji, Al-Hamid Publishing House, 2001, Amman.	Yes
<b>Recommended Texts</b>	<p>— Ali Faleh Al-Zaib, “Marketing Management - A Strategic Applied Perspective,” Dar Al-Yazouri Scientific, 2019.</p> <p>- Ali Faleh Al-Zouaib, “Marketing Communications: An Applied Methodological Approach,” 9th Edition, Dar Al-Masiriya for Publishing and Distribution, Amman-Jordan, 2191</p> <p>– Issa Hammoud Al-Hassan, “Commercial Promotion of Goods and Services,” 9th edition, Zahran Publishing and Distribution House, Oman, .2191</p> <p>- Ghassan Qasim Daoud Al-Almi, “Marketing Management New Ideas and Directions,” 9th edition, Safaa Publishing House. Distribution, Amman</p>	No

Websites	-
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Grading Scheme				
Group	Grade	Grade	Marks %	Definition
<b>Success Group</b> <b>(50 - 100)</b>	<b>A</b> - Excellent	Excellent	90 - 100	Outstanding Performance
	<b>B</b> - Very Good	Very Good	80 - 89	Above average with some errors
	<b>C</b> – Good	Good	70 - 79	Sound work with notable errors
	<b>D</b> - Satisfactory	Average	60 - 69	Fair but with major shortcomings
	<b>E</b> - Sufficient	Acceptable	50 - 59	Work meets minimum criteria
<b>Fail Group</b> <b>(0 – 49)</b>	<b>FX</b> – Fail	Fail (in process)	(45-49)	More work required but credit awarded
	<b>F</b> – Fail	Fail	(0-44)	Considerable amount of work required
<p><b>Note:</b> Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.</p>				



Chairman Scientific Committee :

prof.Dr. Kais Nazem Ghazal

The Signature :

Head of the Department :

Dr. Zuwaid Fathi Abd

The Signature :