

## Agricultural marketing course description template

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



<p>.Interactive lecture, brainstorming, dialogue and discussion</p> <p>teractive lecture, brainstorming, presentations of charts illustrating market control In .and the latest market performance</p> <p>Interactive lecture, brainstorming, dialogue and discussion</p> <p>s and Interactive lecture, brainstorming, dialogue and discussion, assigning task 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>n about electronic marketing Interactive lecture, brainstorming, dialogue and discussio 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>topics and prepare He is assigned to prepare an assignment on agricultural marketing 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	Initial concepts in agricultural marketing	A1: The student learns about the concept of agricultural marketing and its objectives	2 Theoretical	The first week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Agricultural marketing problems	A2: The student learns about marketing problems	2 Theoretical	second week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	The importance of agricultural marketing	B1: Explains to the student the importance of agricultural marketing	2 Theoretical	the third week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Market segmentations	B2: Explains the types of markets	2 Theoretical	fourth week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Intermediaries in the marketing process	B3: Explains student to the the types of intermediaries in the marketing process	2 Theoretical	The fifth week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Economic evaluation of marketing	B4: Shows the student marketing competence and marketing performance	2 Theoretical	the sixth week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Demand for implants	B5: The student has the ability to analyze crop prices and the demand for	2 Theoretical	Seventh week



			agricultural commodities		
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	The concept of marketing costs	B6: Explains marketing costs and marketing margins	2 Theo retic al	The eighth week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	A visit to the Center for Dry and Preserved Agriculture	B7: Explains to the students the objectives of the scientific visit and provides a report on the visit and the nature of work at the center	2 Theo retic al	The ninth week: a scientific visit to the Center for Dry and Preserve d Agriculu re/Univer sity of Mosul
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Control the markets	C1; The student draws a diagram showing control in markets.	2 Theo retic al	The tenth week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Marketing performance	B9; Explains marketing performance to students	2 Theo retic al	Week eleven
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Marketing in productive organizations	A3: Students learn about marketing in productive organizations	2 Theo retic al	The twelfth 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	B10: Shows students the importance of scientific cooperation between colleges and benefiting from the vocabulary of the agricultural marketing subject of the	2 Theo retic al	The thirteenth week: a scientific visit to the College of Manage ment and Economi /cs Departm ent of




			Marketing Management Department in the College of Administration and Economics		Marketing Management. 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	C2: Compares the types of intermediaries in the marketing process	2 Theoretical	The fourteenth week
exams Short Assignment of duty And discuss it	Auditory methods Style of writing on the blackboard Direct dialogue style	Marketing plan -Its dimensions challenges -justifications strategy -	B11:Explains the marketing plan	2 Theoretical	The fifteenth week



11Courseevaluation				
Relativ e weight %	Class	Calendar appointment a week -	Calend ar method s	T
5	5	-1My theory is week 15	A theoret ical final report	1
10	10	Week 3	1 Short test Quiz	2
15	15	Week 9	Theoretical midterm test	3
10	10	Week 12	Short 2test Quiz	4
60	60	A week of theor etical exam	Final theoret ical test	5
100	100		the total	
Learning and teaching resources -12				
Agricultural Marketing		Professor Dr abi saeed al-dewji		
Internet sources				

  
Theoretical subject teacher: Assist. prof. Amna Abdul ilah hamdoun

  
Chairperson of the Scientific Committee

Assist. Prof. Dr. 

  
Head of Department

Prof. Dr.

