

Agricultural marketing course description template

1. Course Name:	
Agricultural marketing	
2. :Code Course Code	
AG MA442	
3. Semester/Year:	
2024-5Fall semester 2024/fourth stage/202	
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 amina80@uomosul.edu.iq
8. Course objectives	
:theoretical	
agricultural marketing Enabling the student to understand and comprehend what is related to - .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 - crisis into an opportunity solutions and alternatives, and turn the (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 - .ng costs and marketing marginsperformance and market behavior. Marketi 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 - .nts of the promotional mix, and control the marketsmarketing mix, eleme .The student can learn about marketing in productive organizations -	
9. Teaching and learning strategies	
agricultural Interactive lecture, brainstorming, dialogue and discussion, the content of .marketing, its importance, and its problems .Interactive lecture, brainstorming, identifies marketing problems Interactive lecture, brainstorming, presentations and drawings for a diagram illustrating .marketing approaches	The strategy

.brainstorming, dialogue and discussion Interactive lecture Interactive lecture, brainstorming, presentations of charts illustrating market control and the latest market performance Interactive lecture, brainstorming, dialogue and discussion ing, dialogue and discussion, assigning tasks and Interactive lecture, brainstorm reporting Interactive lecture, brainstorming, dialogue and discussion, assigning tasks and reporting Interactive lecture, brainstorming, dialogue and discussion, assigning tasks and reporting ecture, brainstorming, dialogue and discussion about electronic marketing Interactive le and the elements of the promotional and marketing mix He is assigned to prepare a report on the scientific visit and prepare it for discussion with the students prepare an assignment on agricultural marketing topics and prepare He is assigned to it for discussion with students	
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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 Theor etical	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 Theor etical	second week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the	The importance of agricultural marketing	B1: Explains to the student the importance of agricultural marketing	2 Theor etical	the third week

	blackboard Direct dialogue style				
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	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 to the student 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

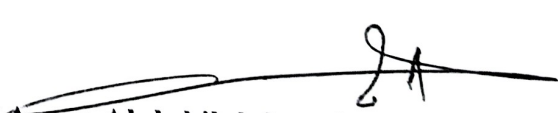
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Demand for implants	B5: The student has the ability to analyze crop prices and the demand for agricultural commodities	2 Theoretical	Sevent h week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	The concept of marketing costs	B6: Explains marketing costs and marketing margins	2 Theoretical	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 the provides a report on the visit and nature of work at the center	2 Theoretical	The ninth week: a scientific visit to the Center for Dry and Preser

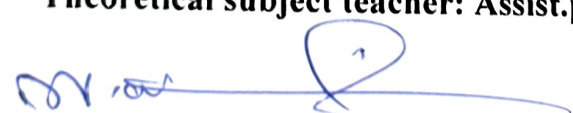
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Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Control the markets	C1; The student draws a diagram showing control in markets.	2 The Theo retic al The tenth week
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style	Marketing performance	B9; performance to Explains marketing students	2 The Theo retic al Week eleven
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard	Marketing in productive organizations	A3: Students learn about marketing in organizations productive	2 The Theo retic al The twelfth week

	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 Department in Marketing Management the College of Administration and Economics	2	The thirteenth week: a scientific visit to the College of Management and Economics Department of Marketing Management. At the University of
Short exams Assignment of duty discussions	Auditory methods Style of writing on the blackboard Direct dialogue style			Theoretical	

				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	The fourth week
exams Short Assignment of duty And discuss it	Auditory methods Style of writing on the blackboard Direct dialogue style	Marketing plan -challenges -justifications -Its dimensions strategy	B11:Explains the marketing plan	The fifteenth week

11 Course evaluation				
Relative weight %	Class	Calendar appointment a week -	Calendar methods	
5	5	-My theory is week 1 15	A theoretical final report	1
10	10	Week 3	Short test 1 Quiz	2
15	15	Week 9	Theoretical midterm test	3
10	10	Week 12	Short test 2 Quiz	4
60	60	A week of theoretical exam	Final theoretical test	5
100	100		the total	
Learning and teaching resources -12				
Agricultural Marketing				
Internet sources				
Professor Dr abi saeed al-dewji				

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

 Chairperson of the Scientific Committee

Assist. Prof. Dr. Ahmad awad talb

 Head of Department

Prof. Dr. Talal Saeed Hameed

