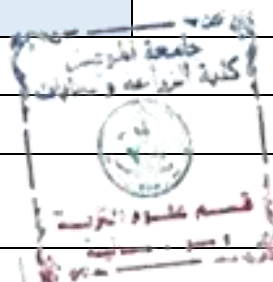


MODULE DESCRIPTION FORM

Module Information					
Module Title	AGRICULTURAL MARKETING TECHNIQUES			Module Delivery	
Module Type	Basic learning activities			<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	2		Semester of Delivery		
Administering Department	SSWR1969, PLPR1966, HOLA1974, FORE1964, FOSC1965, FICR1973, ANPR1964, AGECE1979, AETT1979, AGME1986		College	AGFO1964	
Module Leader	Alla Mohamed Abdullah Omar Dheyaa Mohammed Asmaa Mohammed Adil Moyassar Mohammed Aziz Nofal Issa Mohamed sumyia khalaf Badawi Firas Kadhim Dawoo Aljuboori Khaled Anwer Khaled ALKHALED Talal Saeed Hameed Muzahim Saeed Al-Bek		e-mail	Ala.mohammed58@uomosul.edu.iq dr.omaralmallah@uomosul.edu.iq asmaama@uomosul.edu.iq moyassar_aziz@uomosul.edu.iq nofelemh@uomosul.edu.iq dr.sumyia_khalf@uomosul.edu.iq frasaljuboori@uomosul.edu.iq khalid.anwar31@uomosul.edu.iq stalal1982@uomosul.edu.iq muzahim_saeed@uomosul.edu.iq	
Module Leader's Acad. Title		Professor assistant professor	Module Leader's Qualification		Ph.D. MSC
Module Tutor	Ph.D. Qais Nahom Gazal		e-mail	N.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

Module Objectives	<ol style="list-style-type: none"> 1. Enabling the student to understand and comprehend what is related to agricultural marketing. 2. Enabling the student to know the markets and intermediaries in the marketing process and Knowledge of the approaches in the marketing process and the functions of buying and selling, transportation, storage and other functions (assembly - processing - staging - financing - collecting marketing information - taking risks - packing – wrapping. 3. Enabling the student to become familiar with the market demand curve. 4. Enabling the student to know contracts and their advantages and disadvantages 5. The student can learn about agricultural prices and the equilibrium price.
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Module Learning Outcomes	<p>1-Agricultural marketing is considered the activity through which ownership of goods and services is transferred from the original producer to the final consumer at the specified time and place.</p> <p>2- The goods are transferred either from the original producer to the final consumer, or they may pass through the wholesaler and retailer to the final consumer.</p> <p>3- Efficiency in the marketing process is known.</p> <p>4-How to achieve marketing margins for the producer and consumer.</p> <p>5-Knowing agricultural prices when marketing agricultural crops.</p>
Indicative Contents	<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.</p> <p>practical</p> <p>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 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>

Learning and Teaching Strategies

Strategies	<ol style="list-style-type: none"> 1. Interactive lecture, Brainstorming 2. Dialogue and discussion 3. Assigning reports 4. Quizzes 5. Show examples for writing scientific reports in the correct formats.
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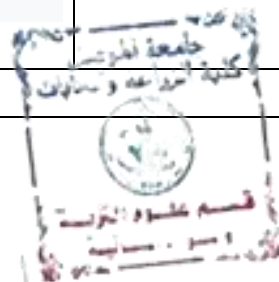
Student Workload (SWL)			
Structured SWL (h/sem)	32	Structured SWL (h/w)	2
Unstructured SWL (h/sem)	93	Unstructured SWL (h/w)	6
Total SWL (h/sem)	125		

Module Evaluation					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	3	15% (15)	,4,6,9	LO #1, #2 and #10, #11
	Assignments	2	10% (10)	2 and 12	LO #3, #4 and #6, #7
	Projects	1	5% (5)	Continuous	All
	Report	1	10% (10)	13	LO #5, #8 and #10
Summative assessment	Midterm Exam	2hr	10% (10)	7	LO #1 - #7
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
	Material Covered
Week 1	The concept of agricultural marketing and its importance to the producer, consumer and intermediaries (those working in agricultural marketing) .
Week 2	It explains the introduction to marketing studies and includes the commodity approach and includes exchange functions (buying and selling) .
Week 3	Explanation of the job introduction, which includes actual jobs and services, including (transportation and storage)
Week 4	It explains the facilitating functions and services, including assembly, processing, and financing
Week 5	Explains advertising, packaging, its importance and levels, packaging and its principles, grading, similarity, and packaging.
Week 6	Recognizes the types of markets, types of intermediaries, and markets in the marketing process and Explains contracts, their definition, advantages and disadvantages to the farmer and their advantages and disadvantages to the buyer .
Week 7	Midterm Exam

Week 8	Explains the origins of the food industries, which include (canning, natural and artificial drying, cooking, pasteurization, and freezing).
Week 9	Explains the demand for agricultural commodities (definition of demand, determinants of demand, elasticities of demand, market demand) .
Week 10	Applies to the laws and elasticity of demand for agricultural commodities
Week 11	Explains the supply of agricultural commodities (definition of supply, determinants of supply, elasticities of supply, market supply) .
Week 12	Applies to the laws and elasticity of supply
Week 13	Knows agricultural prices and their importance, price margins, and price spread Explains the meaning of electronic marketing (its advantages and disadvantages) and its impact on the marketing mix .
Week 14	Explains the meaning of electronic marketing (its advantages and disadvantages) and its impact on the marketing mix
Week 15	Knows marketing efficiency and mentions its types and how to measure it
Week 16	Preparing the student for the final exam .

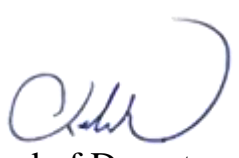
Learning and Teaching Resources		
	Text	Available in the Library?
Required Texts	Principles of Agricultural Marketing, Abu Saeed Al-Duwaihi, Al-Hamid Publishing House, 2001, Amman.	Yes
Recommended Texts	<ul style="list-style-type: none"> — Ali Faleh Al-Zaib, “Marketing Management - A Strategic Applied Perspective,” Dar Al-Yazouri Scientific, 2019. - Ali Faleh Al-Zouaib, “Marketing Communications: An Applied Methodological Approach,” 9th Edition, Dar Al-Masiriya for Publishing and Distribution, Amman-Jordan, 2191 – Issa Hammoud Al-Hassan, “Commercial Promotion of Goods and Services,” 9th edition, Zahran Publishing and Distribution House, Oman, .2191 - Ghassan Qasim Daoud Al-Almi, “Marketing Management New Ideas and Directions,” 9th edition, Safaa Publishing House. Distribution, Amman 	No
Websites		




Grading Scheme			
Group	Grade	Marks %	Definition
Success Group (50 - 100)	A - Excellent	90 - 100	Outstanding Performance
	B - Very Good	80 - 89	Above average with some errors
	C - Good	70 - 79	Sound work with notable errors
	D - Satisfactory	60 - 69	Fair but with major shortcomings
	E - Sufficient	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	(45-49)	More work required but credit awarded
	F – Fail	(0-44)	Considerable amount of work required
Note: 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.			

Subject Lecturer

Ph.D. Qais Nahom Gazal


 Head of Department
 Khalid Anwar Khaled


 Chairman of scientific committee
 Dr. Abdalkader Absh Sbak