

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	UGI	Semester of Delivery		2
Administering Department	AGME1986	College	AGFO1964	
Module Leader	Yousif Yakoub Hilal		e-mail	Yousif.Yakoub@uomosul.edu.iq
Module Leader's Acad. Title	Assistant Professor	Module Leader's Qualification	Ph.D.	
Module Tutor	N.A.		e-mail	N.A.
Peer Reviewer Name	N.A.		e-mail	N.A.
Scientific Committee Approval Date	1/2/2026	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. The student gains a basic understanding of the food marketing system in the country. 2. The student describes the agricultural marketing chain. 3. The student identifies various economic principles and how they relate to agricultural marketing. 4. The student discusses consumer demand and the impact of marketing on consumer demand. 5. The student discusses specialty products and value-added products. 6. The student understands the importance of agricultural cooperatives. 7. The student describes the structure of agricultural marketing. 8. The student develops a marketing plan for an agricultural product

Module Learning Outcomes	<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>
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. 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		
الحمل الدراسي الكلي للطالب خلال الفصل			

Module Evaluation

تقييم المادة الدراسية

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

Delivery Plan (Weekly Syllabus)	
	Material Covered
Week 1	Introductions and Course Overview; Types of Markets, Role of Agriculture Marketing in economic development.
Week 2	Agricultural Marketing system, Marketing system productivity.
Week 3	Analysis of Agricultural Marketing system and approaches.
Week 4	Market organizations.
Week 5	Marketing tools.
Week 6	Market Efficiency and Margins and costs.
Week 7	Midterm Exam.
Week 8	Agricultural Marketing in Iraq.
Week 9	Agricultural Marketing problems and solutions.
Week 10	Role of Private and public sector in agricultural marketing.
Week 11	Government Marketing services, Agricultural Marketing information system.
Week 12	Agricultural Extension services, Marketing legislation, Agricultural prices, Agricultural price policy in Iraq, Agricultural wholesale markets.
Week 13	Development and Characteristics of Wholesales Markets, Commodity Marketing in Iraq.
Week 14	International Agricultural Marketing.
Week 15	Methods of exporting, Export process, WTO and its implementation in Iraq.
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-Duwaihji, 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	التقدير	Marks %	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 - 49)	FX - Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F - Fail	راسب	(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.



رئيس اللجنة العلمية
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