

SEED MARKETING

1	Course Title:	SEED MARKETING
2	Course Code:	PAZS211
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None required.
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr.Gör. MEHMET SITKI ŞERBECİ
15	Course Lecturers:	-
16	Contact information of the Course Coordinator:	M.Sıtkı ŞERBECİ sito@uludag.edu.tr 90 224 613 3102 – 61555 Mustafakemalpaşa Vocational School Mustafakemalpaşa / BURSA
17	Website:	
18	Objective of the Course:	The objective of this course is to provide students with an understanding of the basic concepts and tools of seed production, marketing and sale.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	Learn core marketing principles and concepts.
	2	Demonstrate comprehension of strategic marketing.
	3	Identify and describe personality traits that affect success at various segments of the marketing mix.
	4	Demonstrate comprehension and appreciation for value added products, benefits, and limitations.
	5	Identify economic opportunities for new genetic or other value added products.
	6	Describe functional food value of designer crops and where this fits into a market.
	7	Describe methods used to protect value and intellectual property in value added products .
	8	Demonstrate how to sell quality in a commodity oriented marketplace and describe items of importance in doing this successfully.
	9	
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice

1	Concept of Marketing.	
2	Agricultural Marketing and the Marketing Process.	
3	Agricultural product marketing channels.	
4	Marketing Management and Strategies.	
5	Marketing Mix.	
6	Customer Relations.	
7	Factors Affecting Consumer's Behavior	
8	Rewiev and Midterm	
9	Seed production, and seed marketing channels.	
10	The importance of quality and standardization.	
11	Seed Marketing Cooperatives.	
12	Seed Enterprises and Government Intervention.	
13	Seed Law.	
14	Global and domestic seed trade.	
22	Textbooks, References and/or Other Materials:	<p>"Tarımsal Pazarlamaya giriş", Prof.Dr.Oğuz Yurdakul, ÇÜ.ZF.Ders Kitabı No:9, 1989.</p> <p>"Introduction To Agricultural Marketing" Robert E. Branson & Douglas G. Norvell, Mcgraw-Hill Book Company, 1983.</p> <p>"Marketing Of Agricultural Products", Richard L. Kohls & Joseph N. Uhl, Prentice Hall, 1998.</p> <p>"Agricultural Futures And Options", Wayne D. Purcell, Prentice Hall, 1991.</p> <p>"Price Theory And Applications", Steven L. Landsburg, West Publishing Company, 1995.</p>
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBE R
		WEIGHT
Midterm Exam		1
Quiz		0
Home work-project		0
Final Exam		1
Total		2
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	2.00	28.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	14.00	14.00
Others	0	0.00	0.00
Final Exams	1	20.00	20.00
Total Work Load			90.00
Total work load/ 30 hr			3.00
ECTS Credit of the Course			3.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	0	0	5	0	0	0	0	0	5	0	5	0	0	0	0	0
ÖK2	0	0	5	0	0	0	0	0	5	0	5	0	0	0	0	0
ÖK3	0	0	5	0	0	0	0	0	5	0	5	0	0	0	0	0
ÖK4	0	0	5	0	0	0	0	0	5	0	5	0	0	0	0	0
ÖK5	0	0	5	0	0	0	0	0	5	0	5	0	0	0	0	0
ÖK6	0	0	5	0	0	0	0	0	5	0	5	0	0	0	0	0
ÖK7	0	0	5	0	0	0	0	0	5	0	5	0	0	0	0	0
ÖK8	0	0	5	0	0	0	0	0	5	0	5	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							