

AGRICULTURAL MARKETING

1	Course Title:	AGRICULTURAL MARKETING	
2	Course Code:	TRE5319	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	6.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Prof. Dr. HASAN VURAL	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	hvural@uludag.edu.tr Tel: 2941589	
17	Website:		
18	Objective of the Course:	To teach fundamental principles of agricultural marketing, changes occur in agricultural markets due to its sui genesis and all stages and actors in agricultural supply chains in a comprehensive approach and praxis oriented	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Marketing description and recognize comprehend the changes in marketing concepts from past to present
		2	To have an idea about supply and demand characteristics of agricultural products
		3	To calculate the supply and demand elasticities for agricultural products and interpret how to use flexibilities to marketing of agricultural products
		4	To understand how agricultural prices have occurred under different market conditions
		5	Recognize pricing of agricultural products of and pricing strategies
		6	To understand the functioning of marketing channels and recognize factors affect marketing channels of agricultural products
		7	To comprehend the marketing margin for agricultural products and to formulate and interpret margin
		8	To evaluate the concept of new product development and to analyze new product development strategies in the agricultural sector
		9	Branding, recognize branding decision in the agricultural sector and strategies
		10	The concept of promotion and to analyze promotional strategies in marketing of agricultural products
21	Course Content:		
		Course Content:	

Week	Theoretical	Practice		
1	Introduction of the course, scope, rule and requirements			
2	Marketing, agricultural marketing concepts, marketing environment			
3	Recent advances in the understanding of marketing			
4	Concepts of supply and analysis demand and supply of agricultural products			
5	Income and price elasticity of demand for agricultural products, the supply elasticity and cross elasticity			
6	Marketing channels of agricultural products, channel activity and intermediaries features			
7	Calculate absolute and relative marketing margins			
8	The concept of new products and new product development, marketing strategies and the importance of agriculture			
9	Promotion concept in marketing, promotion strategies of agricultural products in the market			
10	The concept of brand and branding, brand-create strategies for agricultural products			
11	The concept and stages of marketing research for agricultural products			
Activites		Number	Duration (hour)	Total Work Load (hour)
13	Theoretical Market segmentation for agricultural products, choose target market and strategies	14	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study and preparation Topics for marketing of agricultural marketing - Student Presentations		14	4.00	56.00
Homeworks		2	20.00	40.00
22	Projects Textbooks, References and/or Other Materials:	İslamoğlu,A.H,1999, Pazarlama Yönetimi, Beta Basımevi, İstanbul 855s. Yükselen, C. 2008 Pazarlama İlkeler	8.00	8.00
Field Studies		0	0.00	0.00
Midterm exams		Güneş, T., 1996, Tarımsal Pazarlama, A.U. Ziraat Fak. Halkla İlişkiler ve Yayın, İntesi Ankara 330s. Pedberg	15.00	15.00
Others		0	0.00	0.00
Final Exams		marketing, Cab International, Zaragoza-Spain, 482s.	15.00	15.00
Total Work Load				176.00
TERM LEARNING ACTIVITIES Total work load/ 30 hr		NUMBER	WEIGHT	5.87
ECTS Credit of the Course				6.00
Quiz		0	0.00	
Home work-project		0	0.00	
Final Exam		1	60.00	
Total		2	100.00	
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			

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	4	4	0	5	4	3	4	4	0	0	0	0	0	0
ÖK2	0	0	4	4	4	5	4	0	4	4	0	0	0	0	0	0
ÖK3	0	0	5	5	4	5	4	0	4	4	0	0	0	0	0	0
ÖK4	0	0	5	5	5	5	4	0	4	4	0	0	0	0	0	0
ÖK5	0	0	5	5	5	5	4	0	4	4	0	0	0	0	0	0
ÖK6	0	0	4	4	4	5	4	0	4	4	0	0	0	0	0	0
ÖK7	0	0	3	3	5	5	4	0	4	4	0	0	0	0	0	0
ÖK8	0	0	3	3	4	5	4	0	4	4	0	0	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK10	0	0	0	0	0	0	0	0	0	0	0	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			