

Course Syllabus / Semester I – 2001/2017

Name of lecturer: John Y. Reed, Sr.

Cuttington Junior College

Course title: Introduction to Agricultural Marketing

Course Number: CASD 206/ Cr. Hr. 3

Class time/ Day: Monday, Wednesday. Friday – 3:00pm – 4:00pm

Class room#: JC 3

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Office hour: Monday, Wednesday, Friday 12:00pm – 1:00pm

Outline

- I. Introduction
- II. Course Description
- III. Course Objectives
- IV. Course Content
- V. General Review/Overview
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## I. Introduction

What is agricultural marketing?

Agricultural marketing is marketing of products and services that support agriculture. For example: marketing of seeds, fertilizers, pesticides, mechanical tools and machinery are all part of agriculture and the marketing is called agricultural marketing.

Generally, big companies market their products to farmers either directly through their agents spread across local agricultural zones or through media. A part of agricultural product marketing is education. Farmers should know how to use a product safely at the time they decide to buy any particular product so the companies willing to market their product must educate their audience as well. Agricultural marketing also covers the services involved in moving an agricultural products from the farm to the consumers.

## II. Course Description

The primary purpose of this course is to help student develop analytical tools thinking about agricultural marketing. The course covers the principles of agricultural marketing including consumers demand and supply. The course will also provide an overview of the role of agriculture in Liberia and some world economies. Students in this course may complete a market analysis to show that they understand how managers firms, wholesalers, retailers transporters, packagers and storage, etc. function in the agricultural marketing system.

## III. Course Objective

1. At the end of this course the students will be able to define agricultural marketing.
2. Students will be able to identify the problems of agricultural marketing and find solutions to solve the problems.
3. Students will be able to explain the principles of demand and supply understanding the relationship in the agricultural marketing system.
4. Student will complete a market analysis to understand the functions of all of the actors within a marketing food distribution channel.

## IV. Course Content

1. The meaning of agricultural marketing
2. What is demand?
3. What is supply?
4. The agricultural food distribution marketing channel/ system
5. Role/function of the actors within the agricultural marketing system
6. Price
7. Price finding/who determines the price of a commodity?

At the end of the course the students will be evaluated faced on the following:

Item	Points/%
a. Attendance	5%
b. Class participation	10%
c. Assignments, Quizzes, Test	20%
d. Mid-term Exam	25%
e. Final Exams	40%
	100%

#### V .General review/ overview

During this period, the opportunity will be provided to the students to ask question on any area of study during the course, where they have some doubts and need further activity or explanation. The lecturer wills clearly announce to all of the questions that may be asked.

#### References:

MEAS Smart Skills - Marketing Basics

Agriculture Marketing – B. Harts