



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Agricultural Marketing							
Course Code		TİS209		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course; to teach modern marketing principles and applying these principles to agricultural marketing with some case studies. To create opportunities to gain skills about market organization and market efficiency for agricultural products.							
Course Content		*The concept of marketing, the analysis of classic and modern marketing * The concept of supply and demand, the factors affecting supply and demand for agricultural products, formation of prices * To examine the concept of elasticity in agricultural products (supply elasticity, price and income elasticity of demand, cross elasticity) * To examine the marketing channels and channel efficiency in agricultural products * to be calculated marketing margin (absolute and relative margins) *New product development and new product development strategies * To examine promotion activities for the use of agricultural marketing practices * To examine the function and contribution of brands and branding in agricultural marketing * To examine the stages of marketing research in agricultural products * To examine the grading and standardization on the bases of products * To put forth market segmentation strategies in agricultural marketing							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Lec. Naciye TOK							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	İslamoğlu, A.H., 1999, Pazarlama Yönetimi, Beta Basımevi, İstanbul 855s 2.Yükselen, C., 2008, Pazarlama, İlkeler, Yönetim, Örnek Olaylar, Detay Yayıncılık, Ankara, 478s. 3
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Week	Weekly Detailed Course Contents	
1	Theoretical	Course description and content, rules and requirements
2	Theoretical	Marketing, agricultural marketing concepts, marketing environment
3	Theoretical	Developments and changes in the marketing concept
4	Theoretical	The concepts of supply and demand, supply and demand analysis of agricultural products
5	Theoretical	Price and income elasticity of demand for agricultural products, the supply elasticity and cross elasticity
6	Theoretical	Marketing channels for agricultural products, vehicle characteristics and channel activity
7	Theoretical	Calculation of absolute and relative marketing margins
8	Intermediate Exam	Midterm
9	Theoretical	New products and new product development concepts, strategies and the importance for agricultural marketing
10	Theoretical	The concept of promotion in marketing and promotion strategies to be hold of agricultural products in the market
11	Theoretical	The concept of brand and branding, creating brand strategies for agricultural products.
12	Theoretical	The concept of marketing research and stages in agricultural products
13	Theoretical	The concept of standardization and grading of agricultural products and examples from some agricultural products
14	Theoretical	Market segmentation in agricultural products and target market selection and strategies
15	Theoretical	General Evaluation
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	2	3	75



Midterm Examination	1	9	1	10
Final Examination	1	14	1	15
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to comprehend the definition of marketing and the changes occurring in the marketing concept from past the present
2	To be able to have a general insight on supply and demand characteristics of agricultural products, to be able to calculate elasticity of demand and supply of agricultural products and to be able to interpret how the elasticity will be used in the marketing of agricultural products
3	To be able to analyze how agricultural prices is occurred in different market conditions, to be able to comprehend the pricing of and pricing strategies in agricultural products.
4	To be able to comprehend functioning form of marketing channels for agricultural products and to be able to interpret the factors which show efficiency of marketing channels
5	To be able to comprehend the concept of marketing margin for agricultural products and to be able to interpret calculated margin
6	To be able to have a general insight on the grading and standardization of agricultural products and their applications in marketing.

Programme Outcomes (Agricultural Management)

1	To be able to use basic knowledge about agricultural, the struggle to preserve and marketing
2	To be able to use theoretical and practical knowledge gained in the basic fields of farm management
3	To be able to take duties and responsibilities at all levels of the agricultural business management
4	To be able to comprehend economic problems of agriculture, have the abilities of data collection, analysis, interpretation and project based solution production
5	Ability to predict and interpret the potential effects of national and international economical and political developments on Turkish agricultural sector
6	Having necessary skills for management and planning of agricultural and rural development projects
7	To be able to collaborate with stakeholders at producer and institutional levels to improve communication and education
8	To be able to use computer programs and technology to an adequate level required by business practices
9	To be able to comprehend knowledge of law that is necessary for farm management field and to be able to use this information
10	To be able to apply professional, moral values and sense of social responsibility
11	To be able to work independently in the major by communicating effectively through expressing ideas orally and written.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6
P1	5	5	5	5	5	5
P2	5	5	5	5	5	5
P3	4	4	4	4	4	4
P4	5	5	5	5	5	5
P5	5	5	5	5	5	5
P6	4	4	4	4	4	4
P7	5	5	4	4	5	4
P8	1	1	1	1	1	1
P9	3	1	1	1	1	1
P10	1	1	1	1	1	1
P11	1	1	1	1	1	1

