



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Processing and Marketing of Organic Products							
Course Code		ORT215		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this lesson is to let students gain knowledge and skills on how to identify losses at harvest and post-harvest stages and how to decrease losses through maintaining proper storage and transportation conditions. Besides to teach modern marketing principles and applying this 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		To teach the processes performed at harvest and post-harvest stages to prepare plant products to the market. 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							
Work Placement		Students have made their compulsory internship at II and IV semester for 30 days							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Karacalı, I., 2004. Storage of Agricultural Products. Aegean Uni., Faculty of Agriculture.
2	Gunes, T. 1996. Agricultural Marketing. A.Ü. Faculty of Agriculture. Ankara, 339p.
3	Fügen Durlu Özkaya, Serap Coşansu, Kamuran Ayhan. " Food in All Aspects " Sidas Publications. Izmir, 2015.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic properties of plant products
2	Theoretical	Post-harvest treatments in herbal products
3	Theoretical	Tomato paste technology
4	Theoretical	Jam production technology
5	Theoretical	Drying technology in fruits and vegetables
6	Theoretical	Pickle production technology
7	Theoretical	Storage and packaging of fruits and vegetables
8	Intermediate Exam	Midterm Exam
9	Theoretical	Definition and understanding of marketing
10	Theoretical	Marketing plans
11	Theoretical	Marketing research
12	Theoretical	Measurement and forecast of market demand
13	Theoretical	Creating customer value, satisfaction and loyalty
14	Theoretical	Consumer behavior and the buying decision process
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To be able to identify the losses at pre and post-harvest periods,
2	To be able to determine appropriate harvest times and harvest methods,
3	To be able to explain the basic concepts about post harvest operations,
4	To be able to define marketing and to have a general insight on supply and demand characteristics of agricultural products,
5	To be able to comprehend the concept of marketing research for agricultural products, to explain the concept of target market.

Programme Outcomes (*Organic Agriculture*)

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

	L1	L2	L3	L4	L5
P4	3	3	3	3	3
P5	3	3	3	3	3
P6	5	5	5	5	5

