



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Agricultural Marketing							
Course Code		TE311		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	2	Practice	2	Laboratory	0
Objectives of the Course		The applicability of the principles of modern marketing concept and marketing of agricultural products and agricultural products can be provided information about how to teach the effectiveness of the organization of the market.							
Course Content		Marketing concept, differences in understanding of classic and modern marketing of agricultural products, factors affecting supply and demand, price formation, equilibrium price, the concept of elasticity in agricultural products, agricultural products, marketing channels,marketing magrin calculations of agricultural products and strategies to reveal the importance of new product development, promotion activities, brands and branding, standardization and market segmentation strategies, the implementation phases of marketing research case study to examine teaching practices.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Prof. Renan TUNALIOĞLU							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Güneş, T., 1996, Tarımsal Pazarlama, A.Ü. Zir. Fak. Halkla İlişkiler ve Yayın Ünitesi, Ankara, 339s.
2	İslamoğlu, A.H., 1999, Pazarlama Yönetimi, Beta Basımevi, İstanbul 855s
3	Yükselen, C., 2008, Pazarlama, İlkeler, Yönetim, Örnek Olaylar, Detay Yayıncılık, Ankara, 478s.
4	Kotler, P 2003, A Framework for Marketing Management, Second Edition, Northwestern University, Pearson Education, USA 363 s.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction of the course and scope of the rules
2	Theoretical	Marketing, agricultural marketing concept, customer, consumer and so on. concepts
3	Theoretical	Recent advances in the understanding of Marketing
4	Theoretical	Supply and demand for agricultural products
5	Theoretical	Elasticity of agricultural products
7	Theoretical	Agricultural products, marketing channels and features
8	Intermediate Exam	Midterm
9	Theoretical	Marketing margins are calculated
10	Theoretical	The concept of new products and new product development, strategies
11	Theoretical	The concept of promotion and marketing strategies of agricultural products
12	Theoretical	Trademark and branding strategies for agricultural products
13	Theoretical	The concept of marketing research and strategies for target marketing of agricultural products
14	Theoretical	Student presentations on marketing of agricultural issues
15	Theoretical	Student presentations on marketing of agricultural issues

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Lecture - Practice	14	1	2	42
Midterm Examination	1	7	1	8



Final Examination	1	7	1	8
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understand the definition of marketing
2	Elasticities of supply and demand characteristics of agricultural products, and marketing of agricultural products, the effects of calculation and interpretation of flexibilities
3	Evaluate agricultural prices under different market conditions
4	Examination of agricultural products, pricing and pricing strategies
5	Utilization of agricultural products, marketing channels, the functioning and efficiency of marketing channels
6	Interpret the concept of the marketing margin of agricultural products
7	Can be analyzed in the agricultural sector strategies in new product development, brand concept, branding evaluate
8	Agricultural marketing, promotion, marketing research and marketing research be able to comprehend
9	The concept of standardization and to analyze the institutional structure of agricultural products
10	The concept of target markets, marketing of agricultural products and to evaluate strategies to be followed in the selection of target market

