



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Storage and Marketing of Organic Products							
Course Code		ORT215		Coure Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	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	60

Recommended or Required Reading

1	Karacali, I., 2004. Storage of Agricultural Products. Aegean Uni., Faculty of Agriculture.
2	Gunes, T. 1996. Agricultural Marketing. A.Ü. Faculty of Agriculture. Ankara, 339p.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic properties of plant products
2	Theoretical	Harvest of plant products
3	Theoretical	Post-harvest handling
4	Theoretical	Losses of plant products that occur at harvest and post-harvest
5	Theoretical	
6	Theoretical	Storage of fresh fruit and vegetables
7	Theoretical	Storage of onion and potatoes
8	Intermediate Exam	Midterm Exam
9	Theoretical	Storage of dry and dried products
10	Theoretical	Storage of dried fruit and vegetables
11	Theoretical	Storage of nuts and oil seeds
12	Theoretical	Marketing, agricultural marketing
13	Theoretical	The concepts of supply and demand, supply and demand of agricultural products
14	Theoretical	Marketing research for agricultural products and its' stages
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 (Fruit and Vegetables Processing Technology)

1	To be able to understand social, cultural and social responsibilities and to have the ability to follow national and international contemporary
2	In line with the principles and reforms of Atatürk; Adopting the national, moral, spiritual and cultural values ??of the Turkish Nation, open to universal and contemporary developments, the Turkish language is a rich, rooted and productive language; love and awareness of language; to have the ability to use the foreign language sufficiently and with the habit of reading and professionally.
3	To know the basic hardware units and operating systems of computer, internet to be able to prepare documents, spreadsheets and presentations on the computer by using office programs
4	Gains the theoretical and practical knowledge at the basic level in mathematics, science and professional fields
5	Recognize and analyze the problems with the knowledge of fruit and vegetable technology in the field, interpret the data and propose solutions.
6	According to the prepared work plan and program in laboratories, it can carry out the necessary works to obtain the desired quality product.
7	To have professional and ethical responsibility in business life.
8	It is open to development and change, follows scientific social and cultural innovations and constantly improves itself.

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

	L1	L2	L3	L4	L5
P1	2	2	2	4	4
P2	2	3	2	3	2
P3	3	3	3	5	2
P4	4	4	4	4	4
P5	5	5	5	5	4
P6	5	5	5	5	3
P7	5	5	5	5	5
P8	5	5	5	5	5

