



# University of Pretoria Yearbook 2022

## Agricultural economics 220 (LEK 220)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	12.00
<b>NQF Level</b>	06
<b>Programmes</b>	<a href="#">BCom (Agribusiness Management)</a> <a href="#">BCom (Statistics and Data Science)</a> <a href="#">BSc (Food Science)</a> <a href="#">BScAgric (Agricultural Economics and Agribusiness Management)</a> <a href="#">BScAgric (Applied Plant and Soil Sciences)</a> <a href="#">BScAgric (Plant Pathology)</a>
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Agricultural Economics Extension and Rural Develo
<b>Period of presentation</b>	Semester 2

### Module content

The agribusiness system; the agricultural value chain, the unique characteristics of agricultural products; marketing functions and costs; historical evolution of agricultural marketing in South Africa. The marketing environment. Consumer behaviour and consumer trends. Introduction to supply and demand analysis. Developing a marketing plan and strategies for agricultural commodities; market analysis; product management; distribution channels for agricultural commodities, the agricultural supply chain. Introduction to the agricultural futures market. Marketing in the 21st century. Online marketing, social media. Market structure.

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