

Module Title:	Agricultural Marketing I
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	6 programme(s)
Teaching & Learning Strategies:	The classes will deliver relevant theory supported by relevant examples. Learners will review current happenings from Irish and international businesses/agribusinesses as part of their programme work. Further learners will be asked to apply marketing theory to real agribusiness scenarios through the use of case-study and practical assignments
Module Aim:	This module is aimed at introducing a learner to the principles of marketing with a focus on their application to the agribusiness sector.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Define and explain the basic concepts of marketing and how they apply in relation to agribusinesses.
LO2	Analyse the marketing environment and consumer behaviour with specific reference to the agribusiness sector
LO3	Identify the various stages in the market research process
LO4	Outline and recommend segmentation, targeting and positioning strategies for agribusinesses
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Marketing in the Modern Firm

• The Marketing Concept • Characteristics/issues in relation to agricultural/agribusiness marketing

The Marketing Environment

• The microenvironment and macroenvironment (including structure of the agricultural sector, food industry, internationalisation of food production, competitive issues, policy impacts) • Environmental analysis techniques

Understanding Customer Behaviour

• Consumer including agricultural/farmer buying behaviour • The buying decision process

Marketing Research

• The Marketing Information System • Types of Marketing Research • The Marketing Research Process

Market Segmentation and Positioning

• Segmenting Consumer Markets • Target Marketing • Positioning • Positioning strategies

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Profile a market orientated agricultural business with an analysis of its environment and its customers' buyer behaviour recommending market research approaches.	1,2,3	50.00	n/a
Presentation	Present verbally and in written form a recommended segmentation, targeting and positioning strategy for an agribusiness/agricultural product.	4	50.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning	12 Weeks per Stage	3.00
Total Hours		72.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_EFARG_B	Bachelor of Engineering (Honours) in Agricultural Systems Engineering	3	Mandatory
CW_EFARG_D	Bachelor of Engineering in Agricultural Systems Engineering	3	Mandatory
CW_SWOAG_B	Bachelor of Science (Honours) in Organic Agriculture	4	Mandatory
CW_SWSFM_B	Bachelor of Science (Honours) in Sustainable Farm Management and Agribusiness	4	Mandatory
CW_SWOAG_D	Bachelor of Science in Organic Agriculture	4	Mandatory
CW_SWSFM_D	Bachelor of Science in Sustainable Farm Management and Agribusiness	4	Mandatory