

<b>Module Title:</b>	Agricultural Marketing II
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	<a href="#">6 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	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 apply marketing theory to real agricultural/business scenarios through the use of case-study and practical assignments
<b>Module Aim:</b>	This module build upon the principles of marketing explored in Agricultural Marketing I, focusing on the application of these principles in an agribusiness/agriculture context.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Explain the marketing mix as it relates in an agribusiness context
LO2	Evaluate issues related to product management
LO3	Assess and recommend promotional approaches
LO4	Assess pricing choices.
LO5	Assess distribution choices
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<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

#### Managing Products

• Product classification • New product development • Product life cycle • Branding • Managing Brand and Product Portfolios

#### The Promotional Mix

• Advertising, Direct Marketing, Sales Promotion, Public Relations • Digital marketing approaches • Steps in a promotional campaign • Integrated Marketing Communications

#### Sales Process

Steps in the sales process, salesperson's attributes, negotiation.

#### Distribution

• Types of Distribution Channels • Channel Strategy and Retailing

#### Pricing Strategy

• Pricing in agricultural marketing, nationally and internationally • Basic Methods of Setting Prices • Factors Influencing Pricing Strategy

### Assessment Breakdown

%

Continuous Assessment

100.00%

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Present verbally and in written form a recommended promotional/marketing communications campaign for a particular agricultural brand/product.	1,3	40.00	Week 4
Project	Develop a marketing plan for an agribusiness that will be presented verbally and in written form.	1,2,3,4,5	60.00	Week 14

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**

<b>Workload: Full Time</b>		
<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	<a href="#">Bachelor of Engineering (Honours) in Agricultural Systems Engineering</a>	5	Mandatory
CW_EFARG_D	<a href="#">Bachelor of Engineering in Agricultural Systems Engineering</a>	5	Mandatory
CW_SWOAG_B	<a href="#">Bachelor of Science (Honours) in Organic Agriculture</a>	5	Mandatory
CW_SWSFM_B	<a href="#">Bachelor of Science (Honours) in Sustainable Farm Management and Agribusiness</a>	5	Mandatory
CW_SWOAG_D	<a href="#">Bachelor of Science in Organic Agriculture</a>	5	Mandatory
CW_SWSFM_D	<a href="#">Bachelor of Science in Sustainable Farm Management and Agribusiness</a>	5	Mandatory