

Module Title:	Agricultural Marketing 1
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	No Programmes
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 apply marketing theory to real agricultural/business 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 agricultural 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 agriculture.
LO2	Analyse the marketing environment and consumer behaviour with specific reference to the agricultural sector
LO3	Identify the various stages in the market research process
LO4	Outline and recommend segmentation, targeting and positioning strategies for businesses
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 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 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	26 Weeks per Stage	1.50
Independent Learning Time	26 Weeks per Stage	1.50
Total Hours		78.00

