

Module Title:	Agricultural Marketing II
Language of Instruction:	English
Credits:	5
NFQ Level:	7
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 apply marketing theory to real agricultural/business scenarios through the use of case-study and practical assignments
Module Aim:	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.
Learning Outcomes	
<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
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
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

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	5	Mandatory
CW_EFARG_D	Bachelor of Engineering in Agricultural Systems Engineering	5	Mandatory
CW_SWOAG_B	Bachelor of Science (Honours) in Organic Agriculture	5	Mandatory
CW_SWSFM_B	Bachelor of Science (Honours) in Sustainable Farm Management and Agribusiness	5	Mandatory
CW_SWOAG_D	Bachelor of Science in Organic Agriculture	5	Mandatory
CW_SWSFM_D	Bachelor of Science in Sustainable Farm Management and Agribusiness	5	Mandatory