AGRI-ENTERPRISE PRODUCTS AND SERVICES MARKETING

UNIT CODE: AGR/CU/AP/CR/03/6/A

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Market Agri-Enterprise Products and Services

Duration of Unit: 320 hours

Unit Description
This unit specifies the competencies required to market Agricultural products; it involves preparing for marketing of agri-enterprise products, executing marketing of agri-enterprise products, establishing customer feedback mechanism and completing marketing of agri-enterprise products.

Summary of Learning Outcomes
1. Prepare for marketing of agri-enterprise products
2. Market Agri-enterprise products
3. Establish customer feedback mechanism
4. Complete marketing of agri-enterprise products

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare for marketing of agri-enterprise products	- Market research - Feasibility study - Demand and supply - Marketing mix (8 P's) - Marketing strategies - Business competitors - Customer care - Basic economic principles - Principles of business management - Legal and regulatory framework	- Written tests - Oral questions - Third party report
2. Market Agri-enterprise products	- Branding - Packaging/ packing and	- Written tests - Oral questions

		labelling	• Third party report
		• Product launch	
		• Distribution channels	
		• Promotion and advertisements	
		• Sales	
		• Public relations	
		• Customers	
		• Competitiveness	
3. Respond to customer feedback	• Customer feedback		• Written tests
			• Oral questions
			• Third party report
4. Complete marketing of agri-enterprise products	• Product penetration		• Written tests
	• Product improvement and innovation		• Oral questions
	• Report writing and documentations		

Suggested Methods of Instruction
- Demonstration by trainer
- Field trips
- Discussions
- Direct instruction
- Role play
- Guided questions

Recommended Resources

- Feasibility studies
- Market research
- Report writing
- Customer feedback