

208-306 Agricultural Marketing

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: 24 hours of lectures and 24 hours of tutorials Total Time Commitment: -
Prerequisites:	207-101 Land, Food and Resource Economics or 316-102 Introductory Microeconomics
Corequisites:	-
Recommended Background Knowledge:	-
Non Allowed Subjects:	-
Core Participation Requirements:	-
Coordinator:	Assoc Prof Bill Malcolm
Contact:	-
Subject Overview:	<p>This subject is about marketing of agricultural products. The content deals with:</p> <ul style="list-style-type: none"> # marketing as a business activity; # schools of marketing thought; # perfect and imperfect competition in business activity; # agricultural supply and supply chains; # agricultural demand; # price formation; # analysis of effects of interventions in agricultural markets; # determination and distribution of marketing margins; # product differentiation; # product grading; # promotion; # risk in marketing; # strategic alliances; # transactions costs; # contract marketing; # cooperative marketing; # international trade in agricultural products; and # issues in marketing the major agricultural products.

Objectives:	-
Assessment:	A three-hour examination (60%), and two assignments equivalent to 3000 words (each worth 20%).
Prescribed Texts:	-
Recommended Texts:	# Agricultural Product Prices (W G Tomek, and K L Robinson), Cornell University Press, 1990
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2009/D09) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2009/J07) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2009/A04) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2009/M05) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2009/R01) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2009/355-AA) <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	Information Not Available
Related Course(s):	Bachelor of Agricultural Science Bachelor of Agricultural Science Bachelor of Agriculture and Bachelor of Commerce Bachelor of Food Science Graduate Diploma in Agricultural Science