

207-172 Rural Economics

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: Twenty-four hours of lectures; 24 hours of tutorials. Residential workshop for flexible-delivery students Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Ms Ros Gall
Subject Overview:	<p>This subject is an overview of the ways that prices for agricultural commodities are determined; and Australia's competitive position in the markets for our major exported agricultural commodities.</p> <p>Topics include importance of agriculture to the Australian economy; an economics perspective of the advantages and disadvantages of the major marketing alternatives for agricultural commodities; market support mechanisms; factors determining rural policy development; impact of government policies and the constraints within the Australian Constitution on marketing agricultural commodities; product marketing fundamentals, including marketing mix, segmentation and target markets, promotion, distribution and pricing strategies; and developing and implementing marketing plans.</p>
Assessment:	One 3-hour written examination worth 50% of final marks, two assignments equivalent to 2500 words and worth 25% of final marks each.
Prescribed Texts:	Prescribed Texts:Agricultural Marketing and Prices (K O Campbell and B S Fisher), Longman Cheshire, 1991 Marketing Concepts and Strategies (J R McColl-Kennedy, G Kiel, C H Lusch, V N Lusch), 2nd edn, Thomas Nelson, 1999
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	Information Not Available
Related Course(s):	Associate Degree in Agriculture