

208-162 Agribusiness Marketing

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 and 36 hours of tutorials Total Time Commitment: Not available
Prerequisites:	207-165 Rural Economics
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 introduces students to the economic importance of marketing activities. The subject takes a 'real world' approach to agribusiness marketing, ensuring students are familiar with the relationship of the Australian agribusiness sector with the global environment, and the importance of this relationship and international trade to the sector and the economy.</p> <p>On completion of the subject students should be able to:</p> <ul style="list-style-type: none"> # characterise marketing decisions for an individual firm; # develop marketing plans for specific agribusiness firms; # develop strategic plans for a specific agribusiness firm; # apply market research techniques; and # apply effective communication tools in agribusiness problem solving.
Assessment:	A 3-hour end-of-semester examination (60% of final marks), and two 1500-word assignments (20% each of final marks).
Prescribed Texts:	None
Recommended Texts:	Information Not Available
Breadth Options:	<p>This subject is a level 2 or level 3 subject and is not available to new generation degree students as a breadth option in 2008.</p> <p>This subject or an equivalent will be available as breadth in the future.</p> <p>Breadth subjects are currently being developed and these existing subject details can be used as guide to the type of options that might be available.</p>

	2009 subjects to be offered as breadth will be finalised before re-enrolment for 2009 starts in early October.
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