208-212 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: Block mode over one week in the mid-semester break, with subsequent in-semester reading and assessment Total Time Commitment: Not available
Prerequisites:	207-114 Land, Food and Resource Economics.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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. 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
Coordinator:	Ms Ros Gall
Subject Overview:	This subject approaches agribusiness marketing by ensuring students are familiar with the relationship of the Australian agribusiness sector with the global environment, and the importance of these relationships and international trade to the sector and the economy. Students thus develop an understanding of the complex system required to supply food products to the final consumer. Building on economic concepts, this subject introduces students to the economic importance of marketing activities. The subject includes: # the evolution of marketing and its impact on the marketing of agricultural products (from commodity marketing to branded product); # basic marketing concepts of price, promotion, place and product, with marketing developed as the physical distribution and economic link between producers and consumers; # the potential of marketing to add value by providing form, place, time and possession utility; # environmental analysis of the factors, both internal and external, that impact on the success of the agribusiness firm; # marketing channels, including the factors contributing to marketing efficiency, an awareness of the alternative channels for marketing food and fibre products, and the impact of power relationships in the agribusiness channel; # the importance of quality and grading/classification to agricultural marketing; # analysis of consumer needs as well as consumer and industrial buyer behaviour in food marketing; and

	# contemporary issues in marketing of Australia's major food and fibre products, including food safety, genetically modified foods, and ethically and socially responsible production and marketing.
Assessment:	A 3-hour examination (60%), and two assignments equivalent to 3000 words (each worth 20%).
Prescribed Texts:	None
Recommended Texts:	# **Food Marketing: An International Perspective** (D J Schaffner, W R Schroder and M D Earle), McGraw-Hill, 1998
Breadth Options:	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. This subject or an equivalent will be available as breadth in the future. 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. 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):	Bachelor of Agriculture Bachelor of Agriculture