

208-162 Agribusiness Marketing

| | |
|--|---|
| Credit Points: | 12.50 |
| Level: | 2 (Undergraduate) |
| Dates & Locations: | 2009, 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 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) |

| | |
|---------------------------|--|
| | <p># <u>Bachelor of Music</u> (https://handbook.unimelb.edu.au/view/2009/M05)</p> <p># <u>Bachelor of Science</u> (https://handbook.unimelb.edu.au/view/2009/R01)</p> <p># <u>Bachelor of Engineering</u> (https://handbook.unimelb.edu.au/view/2009/355-AA)</p> <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): | Associate Degree in Agriculture |