



AGRIBUSINESS MARKETING

Basic data of the subject	
Academic Unit:	Faculty of Life and Environmental Sciences
Course title:	Agribusiness marketing
Study program:	Agribusiness management
Level:	Master (MSc)
Course status:	Obligatory (O)
Study year:	1 year / 2 semester
Number of hours per week:	3 + 2
Credit value – ECTS:	6 ECTS
Time / location:	To be announced
Lecturer:	Prof. Asoc. Dr. Isuf Lushi
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Course description:	This course will provide students with knowledge on the importance of marketing of agricultural products. Understanding, its role in knowledge of market mechanisms, consumers and marketing management and administration, functions, product policies and pricing. The course will enable students to understand the product branding, sales and distribution, promotion, research of the local and international market of agricultural products. Students will be enriched with knowledge about the marketing of services, agricultural market, land as a source of raw materials, international marketing of agricultural products where they will be trained for the future in finding markets for agricultural products. The course will teach students about different organization in agricultural product markets into a successful business indicator.
Course objectives:	The main purpose of this course is to provide students with knowledge on the marketing of agricultural products, functions, consumers, market, product policies and prices of agricultural products. This course will contribute to the marketing alternatives in decision making of producers and intermediaries that shows the inevitable success on the farm. This course provides to students the necessary knowledge for critiques aimed at competitive advantages to apply in the market structures, production placement, market prices, marketing of services, promotion, international trade of agricultural products.
Learning outcomes:	Upon completion of the course, the student will be able to: ▪ Understand and develop the principles of marketing implementation in agribusiness under conditions of perfect and imperfect competition. ▪ Analyze the role of marketing in the links of production, processing industry, distribution and sale of agro-food products. ▪ Analyze and integrate the links between the marketing of agricultural products and processed food products. ▪ Develop and apply mixed marketing strategies in the market of agro-food products. ▪ Critically evaluate pricing and branding strategies in agri-food markets. ▪ Understand and integrate the role of international marketing in the development of foreign trade. ▪ Develop marketing research skills and analysis of the micro and macro environment of the company.



Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	3	13	39
Exercise theoretical/laboratory	2	13	26
Practice work	/	/	/
Contact with lecturer/consultations	1	15	15
Field exercises	3	1	3
Mid-terms, seminars	3	1	3
Homework	1	10	10
Individual time spent studying (at the library or home)	2	12	24
Final preparation for the exam	1	12	12
Time spent in evaluation (tests, quiz, final exam)	2	6	12
Projects, presentations, etc.	3	2	6
Total			150 hours (6 ECTS)
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam (colloquium), exams		
Evaluation methods:	▪ Regular and active attendance: 10%, ▪ Midterm exam (colloquium): 20%, ▪ Course project: 10%, ▪ Final exam: 60%.		
Literature			
Basic Literature:	Pllana, M. (2017) Marketingu në Agrobiznes. Prishtinë Kolnikaj, P. Verquni, A. Male, B. (2009) Marketingu i produkteve bujqësore. Tiranë. Kotler, P. & Amstrong,G. (2013). Principles of marketing. 13th edition.		
Additional Literature:	Kotler, P. & Amstrong, G. (2013). Parimet e Marketingut. Tiranë. Ceku,B. Abazi,A. Loca,S. (2010). Bazat e marketingut. Tiranë. Kohls, R.L. & Joseph, N.UHL. (2022). Marketing of agricultural products. Perdue University New Jersey. Hudson D. (2007). Agricultural markets and proces, Blackwell Publishing. Jakupi, A. (2008). Bazat e Marketingu. Prishtinë.		



	Verçuni, A., & Uldedaj, G. (2009). Bazat e Marketingut. Tiranë. Ceku, B., Aliu, H. & Deari, H. (2011). Parimet e Marketingut. Tetovë. Musabelliu, B. & Kolnikaj, P. (2005). Kooperimi dhe Integrimi ne Bujqësi. Tiranë. Loca, S. (2012). Sjellja Konsumatore. Tiranë.
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Designed study plan:		
Week	Lectures	Exercises
First week:	Introduction to Marketing in agribusiness	Discussion and distribution of the course project topics.
Second week:	Functioning of the market mechanism (Supply and demand analysis, Consumer behaviors and preferences, Consumers and the market, Market segmentation, Needs and requirements)	Assignments, quizzes and case studies related to the topic of the first week lecture.
Third week:	Marketing - the meaning of marketing (Marketing management and the social benefits of marketing, Marketing functions and marketing mix)	Assignments, quizzes and case studies related to the topic of the second week lecture.
Fourth week:	Product policies (Creating new products. Product packaging, Product label etc.)	Assignments, quizzes and case studies related to the topic of the third week lecture.
Fifth week:	Product brand (Brand elements and its types, Sales and distribution. Sales psychology, Trade and brands etc.)	Assignments, quizzes and case studies related to the topic of the forth week lecture.
Sixth week:	Agricultural product pricing policies (Determining prices according to the strategic goals)	Assignments, quizzes and case studies related to the topic of the fifth week lecture.
Seventh week:	Promotion, meaning, processes and strategy - Marketing mix	Assignments, quizzes and case studies related to the topic of the sixth week lecture.
Eighth week:	Midterm exam	Assignments, quizzes and case studies related to the topic of the seventh week lecture.
Ninth week:	Marketing research (Macro and micro marketing research, Marketing services)	Assignments, quizzes and case studies related to the topic of the eight week lecture.
Tenth week:	Agricultural marketing production (Needs and requirements for food products, Agricultural Market and market information, Farmers and the market, Food	Assignments, quizzes and case studies related to the topic of the ninth week lecture.



	marketing and the consumer)	
Eleventh week:	Factors influencing the agricultural market (Population as a consumer, Land source of raw material, Technology and perspective of food products, Legislation)	Assignments, quizzes and case studies related to the topic of the tenth week lecture.
Twelfth week:	International trade in agricultural products - Marketing in the trade of food products.	Assignments, quizzes and case studies related to the topic of the eleventh week lecture.
Thirteenth week:	Competition in agricultural products markets (Market Information, Agricultural cooperatives)	Assignments, quizzes and case studies related to the topic of the twelfth week lecture.
Fourteenth week:	Standardization, scaling and warehousing of agricultural products and risk management.	Assignments, quizzes and case studies related to the topic of the thirtieth week lecture.
Fifteenth week:	Presentation of the semester projects. Consultations for the final exam.	Presentation of the students course projects.
Academic policies and rules of conduct:		
▪ Student should be aware of and respect the institution and Code of ethics. ▪ Student should respect the schedule of lectures, exercises and be attentive. ▪ It is mandatory possess and present student ID card in the mid-terms and exam, ▪ During compilation of course projects, student must adhere the instructions given by the professor. ▪ During the exam is forbidden the use of mobile phones.		