



Course Syllabus

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|-----------|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| 1 | Course title | Agricultural marketing management | |
| 2 | Course number | 0605730 | |
| 3 | Credit hours | 3 | |
| | Contact hours (theory, practical) | (3,0) | |
| 4 | Prerequisites/corequisites | | |
| 5 | Program title | Master in Agricultural Economics & Agribusiness | |
| 6 | Program code | | |
| 7 | Awarding institution | The University of Jordan | |
| 8 | School | Agriculture | |
| 9 | Department | Agricultural Economics & Agribusiness | |
| 10 | Course level | Graduate | |
| 11 | Year of study and semester (s) | First semester | |
| 12 | Other department (s) involved in teaching the course | None | |
| 13 | Main teaching language | English | |
| 14 | Delivery method | <input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online | |
| 15 | Online platforms(s) | <input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others..... | |
| 16 | Issuing/Revision Date | 2024 | |

17 Course Coordinator:

Name: Dr. Mohammad Majdalawi

Contact hours: 11:00-12:00 everyday

Office number: 105

Phone number:

Email: m.majdalawi@ju.edu.jo



18 Other instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

19 Course Description:

This Course is intended to be an introductory course in Agribusiness Marketing, it will explain agribusiness marketing concept in brief. Marketing functions, channels and margins will be explained in depth. Approaches for studying Agricultural marketing component (mainly agribusiness oriented ones) will be discussed. They will include marketing strategies and marketing plans. The course presents to students various merchandising activities that affect the sale of food products through the food marketing system and that occur in the retail store.

20 Course aims and outcomes:

A- Aims:

This course aims at:

1. Providing students with the main concepts and the skills needed for marketing.
2. Providing the concept of marketing from the Agribusiness Perspective.
3. Discussing the characteristics of strategic marketing and its components
4. Discussing the steps for preparing a marketing strategic plan
5. Providing students with the main concepts and the skills needed for analysis Marketing Channels and Marketing Margins.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

| SLOs SLOs of the course | SLO (1) | SLO (2) | SLO (3) | SLO (4) |
|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Apply economic principles and research methods in solving economic problems and to agricultural production management. | Gain the Knowledge about how marketing factions are conducted. | Demonstrate basic knowledge on data analysis of marketing channels. | have the skills to prepare marketing plan. | - Employ analytical skills to be used for analysis of the marketing margins. |
| Analyze extension programs to deliver relevant information to farmers and employ the economic and business principles in making decisions. | Gain the Knowledge about the role of agricultural marketing in rural development Lectures in Marketing. | using the SWOT analysis for determining the external and internal factors affect the marketing of agricultural goods. | Gain the Knowledge about the new terms such as green economy and E-marketing | |
| Collaborate effectively with scientists and educators in other disciplines to incorporate economic analysis into multi-disciplinary programs. | Use the economics and marketing scientific literature effectively | Create self-reliance and team work when necessary. | | |
| Discuss issues related to the | Gain the Knowledge about the | | | QF-AQAC-03.02.01 |

21. Topic Outline and Schedule:

| Week | Lecture | Topic | Intended Learning Outcome | Learning Methods (Face to Face/Blended/ Fully Online) | Platform | Synchronous / Asynchronous Lecturing | Evaluation Methods | Resources |
|------|---------|------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------------------------------|-----------------|--------------------------------------|-----------------------|-------------------------------------------------------------------|
| 1 | 1.1 | Introduction of the course and discussions the learning outcomes | | Face to Face | | Synchronous Lecturing | Discussions and Exams | |
| | 1.2 | Introduction of marketing | Gain the Knowledge about how marketing factions | Online | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 الشرفات، علي جدع، 2010 |
| | 1.3 | Activities | Use the economics and marketing scientific literature effectively | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams | |
| 2 | 2.1 | Role of agricultural marketing in rural areas | Gain the Knowledge about the role of agricultural marketing in rural development | Face to Face | | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 الهباب، محمد سمير وأحمد الريماوي، 1996 |
| | 2.2 | Marketing Tasks | Gain the Knowledge about how marketing factions are conducted | Online | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | |
| | 2.3 | Activities | Use the economics and marketing | Online | Microsoft | Asynchronous Lecturing | Discussions | |

| | | | scientific literature effectively | | Teams | | and Exams | |
|---|-----|------------------------|---------------------------------------------------------------------|--------------|-----------------|------------------------|-------------------------|----------------------------------------|
| 3 | 3.1 | Marketing Tasks | Gain the Knowledge about how marketing factions are conducted | Face to Face | | Synchronous Lecturing | Discussions and Exams | |
| | 3.2 | Agribusiness Marketing | Demonstrate basic knowledge on data analysis of marketing channels. | Online | Microsoft Teams | Synchronous Lecturing | الهباب، محمد سمير، 2018 | الهباب، محمد سمير وأحمد الريماوي، 1996 |
| | 3.3 | Activities | Use the economics and marketing scientific literature effectively | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams | |
| 4 | 4.1 | Agribusiness Marketing | Demonstrate basic knowledge on data analysis of marketing channels. | Face to Face | | Synchronous Lecturing | الهباب، محمد سمير، 2018 | الهباب، محمد سمير وأحمد الريماوي، 1996 |
| | 4.2 | Agribusiness Marketing | Demonstrate basic knowledge on data analysis of marketing channels. | Online | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 |
| | 4.3 | Activities | Use the economics and marketing scientific literature | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams | |

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| | | | effectively | | | | |
| 5 | 5.1 | Agribusiness Marketing | Demonstrate basic knowledge on data analysis of marketing channels. | Face to Face | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 الهباب، محمد سمير وأحمد الريماوي، 1996 |
| | 5.2 | Agribusiness Marketing | Demonstrate basic knowledge on data analysis of marketing channels. | Online | Microsoft Teams | Synchronous Lecturing | الهباب، محمد سمير، 2018 الهباب، محمد سمير وأحمد الريماوي، 1996 |
| | 5.3 | Activities | Use the economics and marketing scientific literature effectively | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams |
| 6 | 6.1 | Agribusiness Marketing | Demonstrate basic knowledge on data analysis of marketing channels. | Face to Face | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 الهباب، محمد سمير وأحمد الريماوي، 1996 |
| | 6.2 | Prices Determination Methods | Demonstrate basic knowledge on data analysis of marketing channels. | Online | Microsoft Teams | Synchronous Lecturing | Discussions and Exams |

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| | 6.3 | Activities | Use the economics and marketing scientific literature effectively | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams | |
| 7 | 7.1 | Prices Determination Methods | Demonstrate basic knowledge on data analysis of marketing channels. | Face to Face | | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 الهباب، محمد سمير و أحمد الريماوي، 1996 |
| | 7.2 | Promotions | Apply and analyze the new marketing system | Online | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 الشرفات، علي جدع، 2010 |
| | 7.3 | Activities | Use the economics and marketing scientific literature effectively | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams | |
| 8 | 8.1 | Promotions | Apply and analyze the new marketing system | Face to Face | | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 الشرفات، علي جدع، 2010 |
| | 8.2 | Promotions | Apply and analyze the new marketing system | Online | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 الشرفات، علي جدع، 2010 |

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| | | | | | | | |
| | 8.3 | Activities | Use the economics and marketing scientific literature effectively | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams |
| 9 | 9.1 | Promotions | Apply and analyze the new marketing system | Face to Face | | Synchronous Lecturing | الهباب، محمد سمير، 2018 الشرفات، علي جدوع، 2010 |
| | 9.2 | Promotions | Apply and analyze the new marketing system | Online | Microsoft Teams | Synchronous Lecturing | الهباب، محمد سمير، 2018 الشرفات، علي جدوع، 2010 |
| | 9.3 | Activities | Use the economics and marketing scientific literature effectively | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams |
| 10 | 10.1 | Promotions | Apply and analyze the new marketing system | Face to Face | | Synchronous Lecturing | الهباب، محمد سمير، 2018 الشرفات، علي جدوع، 2010 |
| | 10.2 | Marketing | Demonstrate basic | Online | Microsoft | Synchronous | Exercises |

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|----|------|--------------------------------|---------------------------------------------------------------------------|--------------|-----------------|------------------------|---------------------|---------------------------------------------------------------|
| | | Channels and Margins | knowledge on data analysis of marketing channels | | Teams | Lecturing | and Exams | محمد سمير، 2018 الشرفات، علي جدع، 2010 |
| | 10.3 | Exercises | Employ analytical skills to be used for analysis of the marketing margins | Online | Microsoft Teams | Asynchronous Lecturing | | |
| 11 | 11.1 | Marketing Channels and Margins | Demonstrate basic knowledge on data analysis of marketing channels | Face to Face | | Synchronous Lecturing | Exercises and Exams | الهباب، محمد سمير، 2018 الشرفات، علي جدع، 2010 |
| | 11.2 | Exercises | Employ analytical skills to be used for analysis of the marketing margins | | Microsoft Teams | Synchronous Lecturing | | |
| | 11.3 | Exercises | Employ analytical skills to be used for analysis of the marketing margins | Online | Microsoft Teams | Asynchronous Lecturing | | |
| 12 | 12.1 | Marketing Strategy | have the skills to prepare marketing plan | Face to Face | | Synchronous Lecturing | | الهباب، محمد سمير، 2018 |
| | 12.2 | Marketing Strategy | have the skills to prepare marketing plan | Online | Microsoft Teams | Synchronous Lecturing | | الهباب، محمد سمير، 2018 |
| | 12.3 | Activities | Display personal responsibility to the | Online | Microsoft Teams | Asynchronous Lecturing | | |

| | | | course requirements | | | | | |
|----|------|--------------------|----------------------------------------------------------------------------------------------------------------------|--------------|-----------------|------------------------|-----------------------|-------------------------------------------------------------------------|
| 13 | 13.1 | Marketing Strategy | Use appropriate economics support tools for preparing a marketing strategic plan. | Face to Face | | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 |
| | 13.2 | Marketing Strategy | using the SWOT analysis for determining the external and internal factors affect the marketing of agricultural goods | Online | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | الهباب، محمد سمير، 2018 |
| | 13.3 | Activities | Create self-reliance and team work when necessary | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams | |
| 14 | 14.1 | Green Marketing | Gain the Knowledge about the new terms such as green economy and E-marketing | Face to Face | | Synchronous Lecturing | Discussions and Exams | الصمامي، سامي، 2009 التسويق الأخضر توجه العالم في القرن الحادي والعشرون |
| | 14.2 | Green Marketing | Gain the Knowledge about the new terms such as green economy and E-marketing | Online | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | الصمامي، سامي، 2009 التسويق الأخضر توجه العالم في القرن الحادي والعشرون |
| | 14.3 | Activities | Use the economics and marketing scientific literature | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams | |

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|----|------|-------------|------------------------------------------------------------------------------|--------------|-----------------|------------------------------------------------|-----------------------|----------------------------------------------------|
| | | | effectively | | | | | |
| 15 | 15.1 | E-Marketing | Gain the Knowledge about the new terms such as green economy and E-marketing | Face to Face | | Synchronous Lecturing Synchronous Lecturing | Discussions and Exams | العديلي، مبارك، 2014 التسويق الاكتروني |
| | 15.2 | E-Marketing | Gain the Knowledge about the new terms such as green economy and E-marketing | Online | Microsoft Teams | Synchronous Lecturing | Discussions and Exams | العديلي، مبارك، 2014 التسويق الاكتروني |
| | 15.3 | Activities | Use the economics and marketing scientific literature effectively | Online | Microsoft Teams | Asynchronous Lecturing | Discussions and Exams | |

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

| Evaluation Activity | Mark | Topic(s) | SLOs | Period (Week) | Platform |
|-------------------------------|------|----------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------|
| Participation and Discussions | 10% | | Work effectively in promoting the teamwork environment for pursuing professional goals | Continuously all the semester | Face to face and Microsoft Teams |
| Exercises | 10% | | Demonstrate basic knowledge on data analysis of marketing channels | Week 10 and week 11 | |
| Midterm Exam | 30% | | Apply critical thinking and problem solving skills, and pursue continuous education in aspects of agricultural economics and | 28\11\2021 | |



| | | | | | |
|------------|-----|--|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|--|
| | | | agribusiness management | | |
| Final Exam | 50% | | Apply critical thinking and problem solving skills, and pursue continuous education in aspects of agricultural economics and agribusiness management | As the schedule from the registration | |

23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

Students should have a computer, and internet connection. Students should activate their JU accounts on the Microsoft team

24 Course Policies:

A- Attendance policies:

Each student is expected to take their own notes (part from the exam) and to attend online class. Absence from lectures shall not exceed 15%. Students are expected to attend all lectures but if a student is absent from class, it is their responsibility to get the material that was missed. You must get any handouts or notes from your classmates.

B- Absences from exams and submitting assignments on time:

Exams will consist of **multiple choice, true/false, matching, and/or fill-in-the-blank questions**. Exams will cover all material presented for each section. Make-up exams will only be provided for students with an excused absence AND supporting documentation. The questions and/or format of any make-up exam may differ from that of the original exam. Scheduling of a make-up exam will vary depending upon available dates/times but **MUST** occur before the next-scheduled exam date.

C- Health and safety procedures:

Students should follow the Jordanian government guide.

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Academic dishonesty will NOT be tolerated. This includes cheating, fabrication or falsification, plagiarism, abuse of academic materials, complicity in academic dishonesty, falsifying grade reports, and misrepresentation to avoid academic work. For this course, evidence of any form of academic dishonesty will result in all involved students receiving zero points for any associated exam, or assignment

E- Grading policy:

The results of the exams and the assignments and exercises will be given to the students, maximum one week after the exam and the right answers will be discussed with the students.

F- Available university services that support achievement in the course:

Students account on E-learning, Microsoft teams, computer room and library and study room.

25 References:

A- Required book(s), assigned reading and audio-visuals:

الهباب، محمد سمير، تسویق المنتجات الزراعیة والغذائیة من منظور إدارۃ الأعمال الزراعیة، الأردن، 2018

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B- Recommended books, materials, and media:

الجدع، علي ويسام الديست، مبادئ التسويق، 2010

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الهباب، محمد سمير و أحمد الريماوي. "التسويق والإرشاد الزراعي" جامعة القدس المفتوحة. 1996

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العديلي، مبروك، 2014، التسويق الإلكتروني

-3

الصمامي، سامي ، 2009، التسويق الأخضر توجه العالم في القرن الحادي والعشرين

-4

1. Kohl, L. and N. Uhl. " Marketing of Agricultural Products" Macmillan Publishing Co., Inc. New York. USA
2. Crawford, I.M. "Agricultural and Food Marketing Management" FAO. Rome, 1977 2008
3. Tomek, W. and K. Robinson. "Agricultural Product Prices". Cornell University Press. Ithaca, USA,1990.

26 Additional information:

- Concerns or complaints should be expressed in the first instance to the module lecturer; if no resolution is forthcoming, then the issue should be brought to the attention of the module coordinator (for multiple sections) who will take the concerns to the module representative meeting. Thereafter, problems are dealt with by the Department Chair and if still unresolved the Dean and then ultimately the Vice President. For final complaints, there will be a committee to



review grading the final exam.
 For more details on University regulations please visit: <http://www.ju.edu.jo/rules/index.htm>

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|----------------------------------------------------------|--|------------------|
| Name of Course Coordinator: -Dr. Mohammad Majdalawi----- | | Signature: ----- |
| ----- | | |
| Date: 7\10\2021 | | |
| Head of Curriculum Committee/Department: ----- | | Signature: ----- |
| --- | | |
| Head of Department: ----- | | Signature: ----- |
| - | | |
| Head of Curriculum Committee/Faculty: ----- | | Signature: ----- |
| - | | |
| Dean: ----- | | Signature: ----- |