



Course Syllabus

1	Course title	Agribusiness Marketing- 1
2	Course number	605230
3	Credit hours	3
	Contact hours (theory, practical)	(3,0)
4	Prerequisites/corequisites	Principles of Agricultural Economics (0605101)
5	Program title	Bachelor 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	Second year
11	Year of study and semester (s)	First semester 2021/2022
12	Other department (s) involved in teaching the course	None
13	Main teaching language	Arabic
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	3-10-2021

17 Course Coordinator:

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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	

			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

	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

	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

		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	

			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

الصمادي، سامي ، 2009، التسويق الأخضر توجه العالم في القرن الحادي والعشرون

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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>

Name of Course Coordinator: -Dr. Mohammad Majdalawi-----		Signature: -----

Date: 7\10\2021		
Head of Curriculum Committee/Department: -----		Signature: -----

Head of Department: -----		Signature: -----
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Head of Curriculum Committee/Faculty: -----		Signature: -----
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Dean: -----		Signature: -----