

Course Description – Curriculum 2013

Subject: MK334 Agricultural Marketing

Credits: 3

Prerequisite: MK201

Description: A study of industries, agricultural market structures, the important role of the agricultural market in an economic system, the impact of a central distribution center, future markets, government policies, competition, technology for agricultural products, and other business factors that affect the agricultural business model. This course emphasizes marketing value creation, brand building, and marketing strategy in order to respond to the market and create competitive advantages for our agricultural products as well as develop their agribusiness potential in the worldwide market.