



# *The Hebrew University of Jerusalem*

## *Syllabus*

### **MARKETING OF AGRICULTURAL PRODUCTS - 71719**

*Last update 20-08-2018*

*HU Credits:* 3

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:* Environmental Economics & Management

*Academic year:* 0

*Semester:* 1st Semester

*Teaching Languages:* Hebrew

*Campus:* Rehovot

*Course/Module Coordinator:* Dr. Yael Kachel

*Coordinator Email:* [yael.kachel@mail.huji.ac.il](mailto:yael.kachel@mail.huji.ac.il)

*Coordinator Office Hours:* by appointment

*Teaching Staff:*

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Dr. Yael Kachel

Course/Module description:

The course focuses on marketing and the analysis of markets for fresh agricultural products. Special characteristics of products and markets are discussed, as well as problems in marketing and market failures. We will study possible solutions, including branding, cooperation of farmers and government intervention.

Course/Module aims:

- Provide an understanding of the markets for fresh agricultural products and tools for analyzing these markets.
- Understand the special problems in the marketing of fresh agricultural products.
- Study possible solutions.

Learning outcomes - On successful completion of this module, students should be able to:

- Identify the changes in the marketing environment for agricultural and food products and outline a marketing strategy.
- Identify possibilities to brand fresh agricultural products.
- Explain the special characteristics of fresh agricultural product markets.
- Analyze the problems facing farmers in marketing agricultural products and outline strategies to cope with these problems.
- Identify market failures and possible solutions.

Attendance requirements(%):

80

Teaching arrangement and method of instruction: Lectures using presentations and examples, questions and discussions.

5 exercises aim to rehearse and apply the acquired knowledge.

Course project: analysis of market, the marketing environment or a marketing problem (in groups of 2 students, about 5 pages of text)

Course/Module Content:

- 1.Introduction
- 2.The marketing environment (analysis of changes, e.g. increasing demand for environmental friendly products, demographic and regulatory changes)
- 3.Products (the product concept, quality and branding)
- 4.Consumer behavior in markets of agricultural fresh products
- 5.Prices

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6.Promotion

7.Distribution (horizontal and vertical structure of the marketing system, types of middlemen)

8.Summary of marketing problems facing growers of horticultural products

9.Marketing margins

10.The role of government in increasing the efficiency of trade in fresh agricultural products

11.Voluntary and forced cooperation of farmers to resolve the existing problems in marketing their products

Required Reading:

Selected chapters from: Crawford. Agricultural and Food Marketing Management, FAO

Heiman, A., The use of brands for marketing agricultural products.

Melamed, A. The Geographical Family Brand.

Additional Reading Material:  
at course website

Course/Module evaluation:

End of year written/oral examination 50 %

Presentation 5 %

Participation in Tutorials 0 %

Project work 35 %

Assignments 10 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information:

None