



*The Hebrew University of Jerusalem*

## *Syllabus*

# **MARKETING OF AGRICULTURAL PRODUCTS - 71719**

*Last update 02-11-2024*

*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:

- Analyse food systems and their effects.
- 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(%):

70%

Teaching arrangement and method of instruction: In-class meetings, exercises, preparation and presentation of course project

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
- 6.Promotion
- 7.Distribution (horizontal and vertical structure of the marketing system, types of

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*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:*

*Material at the course website*

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

*Melamed, A. The Geographical Family Brand.*

*Additional Reading Material:*

*at course website*

*Grading Scheme:*

*Written Exam % 20*

*Essay / Project / Final Assignment / Home Exam / Referat 40 %*

*Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 10 %*

*Mid-terms exams 15 %*

*Presentation / Poster Presentation / Lecture 15 %*

*Additional information:*