



Course E-Syllabus

1	Course title	Agricultural Marketing				
2	Course number	1604303				
3	Credit hours	3				
		Sun Tue Thu 10:30- 11:00am				
	Contact hours (theory, practical)	Mon Wed 10:00-11:00am				
4	Prerequisites/corequisites	Principles of Marketing				
5	Program title					
6	Program code					
7	Awarding institution	University of Jordan				
8	School	Business Administration				
9	Department	Marketing				
10	Course Level	BA				
11	Year of study and semester (s)	2022-2023 (1 st Semester)				
12	Other department (s) involved in teaching the course	-				
13	Main Teaching Language	Arabic				
14	Delivery method	X Face to face learning □Blended □Fully online				
15	Online platforms(s)	X Moodle □Microsoft Teams □Skype □Zoom □Others				
16	Issuing /revision date	October 9 th 2022				

17 Course Coordinator:

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18 Other instructors:

Name:	
Office number:	
Phone number:	
Email:	
Name:	
Office number:	
Phone number:	
Email:	

19 Course Description:

As stated in the approved study plan.

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 and methods in Agricultural marketing will be discussed.

20 Course aims and outcomes:

A- Aims:

Provide a framework for Agricultural marketing and marketing applications for such goods.

B- Students Learning Outcomes (SLOs):

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

- 1.Learn Basis of Agricultural Marketing and Methodologies used in different assortments of agricultural products.
- 2.Understand the structure, functions, and the role of marketing channels in Agricultural marketing .
- 3. Using the agricultural marketing Mix in Marketing problems.
- 4. Learning Agricultural marketing Margins basis.

SLOs	SLO (1)	SLO (2)	SLO (3)	SLO (4)	SLO (5)
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SLOs of the course					
1-Examine current concepts of the Marketing role in business					
organizations and society, and explain the marketing		**		**	
principles in relation to the product, price, promotion and	**		**		
distribution functions.					
2- Describe the theories and concepts in the field of digital					
Marketing.					
3-Identify ethical issues in marketing context and critically					
discuss ethical reasoning to Marketing and business					
circumstances.					
4-Utilize applicable central models and theories that relate to					
consumer behavior and marketing in the online and offline					
to research and analyze contemporary issues in Marketing.					
5- Utilize critical thinking and problem solving to analyze					
business environment and develop marketing strategies based					
on product, price, place and promotion objectives in					
different Market segments.			**		
6-Apply the marketing research process to collect, process,					
and analyze a range of data in order to provide solutions to					
marketing problems, and prepare oral presentation to					
professional standards.					
7-Appreciate the global nature of marketing and					
appropriate measures to operate effectively in international					
settings.					

8-Work efficiently within teams -to accomplish marketing					
projects.	**	**	**		

21. Topic Outline and Schedule:

Week	Lecture	Торіс	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
	1.1	مقدمة في التسويق الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
1	1.2	مقدمة في التسويق مقدمة في الزراعي التسويق مقدمة في مقدمة في التسويق مقدمة في التسويق الزراعي تسويق تسويق	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
	1.3	مقدمة في التسويق الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Asynchronous	Discussi ons + Exam	
	2.1	تسويق الانتاج الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
2	2.2	الزراعي تسويق الانتاج الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
	2.3	الزراعي تسويق الانتاج الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Assignm ent + Exam	
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
	3.1	تسويق واستهلاك السلعة الغذائي	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
3	3.2	تسویق واستهلاك السلعة الغذائی	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussio ns + Exam	
	3.3	تسویق واستهلاك السلعة الغذائی	SLO3	Face to Face	Class/ Teams/ Moodle	Synchrono us	Assignm ent + Exam	
4	4.1	معالجة وتصنيع الاغذية معالجة	SLO3	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussio ns + Exam	
4	4.2	معالجة وتصنيع الاغذية	SLO3	Face to Face	Class/ Teams/ Moodle	Synchrono us	Assignm ent + Exam	

I	1	ا ما ا	SLO1	1	Class/	Synchrono	Discussio
	4.3	معالجة وتصنيع الاغذية	BLOT		Teams/	us	ns +
	7.5	و <u>ــــي</u> الاغذية		Face to Face	Moodle		Exam
		تجارة	SLO2	race to race	Class/	Synchrono	Discussio
	5.1	المالة			Teams/	us	ns +
	3.1	الجملة			Moodle		Exam
		والتجزئه	gr O2	Face to Face	CI /	0	
		تجارة الجملة والتجزئه	SLO2		Class/ Teams/	Synchrono us	Discussio
5	5.2	الجملة			Moodle	us	ns +
3		والتجزئه		Face to Face	1,100010		Exam
			SLO2		Class/	Synchrono	Discussio
		تدارة			Teams/	us	ns + Exa
	5.3	الحدالة			Moodle		Discussio
		الجملة المناه					ns +
		والتجرية	CI O4	Face to Face	Class/	Cumahana	Exam m
	6.1	تجارة الجملة والتجزئه تسعير السلع الغذائية	SLO4		Teams/	Synchrono us	Discussi ons +
	0.1	الغدانيه		Face to Face	Moodle		Exam
		تيرون البياء	SLO4	Tace to race	Class/	Synchrono	Discussio
6	6.2	تسعير السلع الغذائية			Teams/	us	ns +
		(لکارنی-		Face to Face	Moodle		Exam
		تسعير السلع الغذائية	SLO4		Class/	Synchrono	Discussio
	6.3	الغذائية			Teams/	us	ns +
				Face to Face	Moodle		Exam
		المؤسسات	SLO1		Class/	Synchrono	Video
	7.1	التعاونية			Teams/	us	Case
			GY O1	Face to Face	Moodle	0	Study
7	7.0	المؤسسات التعاونية	SLO1		Class/ Teams/	Synchrono us	Case
/	7.2	التعاونيه		Face to Face	Moodle	us	Study+E
		المواسية والم	SLO1	race to race	Class/	Synchrono	xam Case
	7.3	المؤسسات التعاونية	SEO1		Teams/	us	Study+E
	,	(لنگاونیه		Face to Face	Moodle		xam
		المؤسسات	SLO1		Class/	Synchrono	Case
	8.1	_			Teams/	us	Study+E
		التعاونية		Face to Face	Moodle		xam
		المؤسسات	SLO1		Class/	Synchrono	Video
8	8.2	التعاونية			Teams/ Moodle	us	Case
			SI O1	Face to Face		Come = l= == ·	Study
	8.3	المؤسسات	SLO1		Class/ Teams/	Synchrono us	Case
	8.3	التعاونية		Face to Face	Moodle	43	Study+E xam
		# 1 1 T	SLO1	race to race	Class/	Synchrono	Adili
		ماريخ			Teams/	us	
	9.1	ويصنيف			Moodle		Case
		تدريج وتصنيف السلعة الغذائية					Study+E
		العدائية	gr O1	Face to Face	CI. /	Or mark to	xam
		تدريج	SLO1		Class/ Teams/	Synchrono us	
9	9.2	وتصنيف			Moodle	us	Case
	7.2	السلعة					Study+E
		تدريج وتصنيف السلعة الغذائية		Face to Face			xam
		تدریج وتصنیف	SLO1		Class/	Synchrono	Video
	9.3	وتصنيف			Teams/	us	Case
				Face to Face	Moodle		Study

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		السلعة الغذائية					
		الغدائيه					
		تدريج وتصنيف السلعة الغذائية	SLO1		Class/	Synchrono	
	10.1	وتصنيف			Teams/ Moodle	us	Case
	10.1	السلعة			Moodie		Study+E
		الغذائبة		Face to Face			xam
		تدریح	SLO1	Tucc to Tucc	Class/	Synchrono	114111
		تدريج وتصنيف السلعة الغذائية			Teams/	us	
10	10.2	وسسي المساوة			Moodle		Case
		7 (:: ti					Study+E
		العدانية	SLO1	Face to Face	Class/	Complete	xam
		تدریج	SLOI		Teams/	Synchrono us	
	10.3	وتصنيف			Moodle	us	Case
	10.5	السلعة					Study+E
		تدريج وتصنيف السلعة الغذائية		Face to Face			xam
		تخزين السلعة	SLO1		Class/	Synchrono	Discussio
	11.1	الغذائية			Teams/	us	ns +
				Face to Face	Moodle		Exam
		تخزين السلعة	SLO1		Class/	Synchrono	Discussio
11	11.2	الغذائية.			Teams/ Moodle	us	ns +
		7-1 11	CI O1	Face to Face		Cumahana	Exam
	11.3	تخزين السلعة الغذائية	SLO1		Class/ Teams/	Synchrono us	Discussio
	11.5	·		Face to Face	Moodle	us	ns + Exam
		تسويق منتجات	SLO3	race to race	Class/	Synchrono	Discussio
	12.1	الالبان	5203		Teams/	us	ns +
				Face to Face	Moodle		Exam
		تسويق منتجات	SLO3		Class/	Synchrono	Discussio
12	12.2	الالبان			Teams/	us	ns +
				Face to Face	Moodle		Exam
		تسويق منتجات	SLO3		Class/	Synchrono	Discussio
	12.3	الالبان			Teams/	us	ns +
		1 2 2 2 1	ar oc	Face to Face	Moodle		Exam
	10.1	تسويق الخضار د الذه اعل	SLO3		Class/ Teams/	Synchrono	Discussio
	13.1	والفواكه والحبوب		E t E	Moodle	us	ns +
		ورسبوب تسويق الخضار	SLO3	Face to Face	Class/	Synchrono	Exam Discussio
13	13.2	ستویق العصار والفواکه	SLO3		Teams/	us	ns +
1.5	13.2	والحبوب والحبوب		Face to Face	Moodle		Exam
		تسويق الخضار	SLO3	1 400 10 1 400	Class/	Synchrono	Discussio
	13.3	والفواكه			Teams/	us	ns +
		والحبوب		Face to Face	Moodle		Exam
		تسويق الخضار	SLO3		Class/	Synchrono	Discussio
	14.1	و القواكه			Teams/	us	ns +
		والحبوب		Face to Face	Moodle	<u> </u>	Exam
		تسويق الخضار	SLO3		Class/	Synchrono	Discussio
14	14.2	<i>و القواكه</i> م الحدمات		B . 5	Teams/ Moodle	us	ns +
		والحبوب	SLO3	Face to Face		Cynobrono	Exam
	14.3	تسويق الخضار والفواكه	SLUS		Class/ Teams/	Synchrono us	Discussio
	14.3	والعواد والحبوب		Face to Face	Moodle	us	ns + Exam
	<u> </u>	– .		race to race	1	1	LAGIII

		تسويق الخضار والفواكه	SLO3		Class/	Synchrono	Discussio	
	15.1				Teams/	us	ns +	
		والحبوب		Face to Face	Moodle		Exam	
		تسويق الخضار	SLO3		Class/	Synchrono	Discussio	
15	15.2	والفواكه			Teams/	us	ns +	
		والحبوب		Face to Face	Moodle		Exam	
		تسويق الخضار	SLO3		Class/	Synchrono	Discussio	
	15.3	والفواكه			Teams/	us	ns +	
		والحبوب		Face to Face	Moodle		Exam	

22 Evaluation Methods:

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

Evaluation				Period	
Activity	Mark	Topic(s)	SLOs	(Week)	Platform
		Analysis and			
		Reflections on all	ALL		
Project		elements for planning to			
		market any chosen		Week 10-	
	15	agricultural product		Week12	Moodle
Mid Exam	30	Chapter 1,4,6	SLO1;SLO2	Week4	Class
		All Chapters+Mini video			Class/ Teams
Participation	5	case studies assignments	ALL	All Weeks	+Moodle
Final Exam	50	All Chapters	ALL	Week 13	Class

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

a computer/Mobile, internet connection and Microsoft Office suit.	

24 Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:
D- Honesty policy regarding cheating, plagiarism, misbehavior:
E- Grading policy:
F- Available university services that support achievement in the course:
25 References:
A- Required book(s), assigned reading and audio-visuals:
وائل للنشر إلطبعة الأولى إلتسويق الزراعي(2014)الدكتور محمد عبيدات
B- Recommended books, materials and media:
26 Additional information:
Name of Course Coordinator: Yazeed Almasri Signature: Date:October 9 th 2022
Head of Curriculum Committee/Department: Signature:
Head of Department:
Head of Curriculum Committee/Faculty: Signature: Signature: