

Course E-Syllabus

1	Course title	Agricultural Marketing
2	Course number	1604303
3	Credit hours	3
	Contact hours (theory, practical)	Sun Tue Thu 10:30- 11:00am 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 <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15	Online platforms(s)	X Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
16	Issuing /revision date	October 9 th 2022

17 Course Coordinator:

Name: Yazeed Almasri Office number: Phone number: - Email: y.almasri@ju.edu.jo

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 SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)	SLO (5)
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	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	مقدمة في التسويق الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	1.2	مقدمة في التسويق الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	1.3	مقدمة في التسويق الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Asynchronous	Discussions + Exam	
2	2.1	تسويق الانتاج الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	2.2	تسويق الانتاج الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	2.3	تسويق الانتاج الزراعي	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
3	3.1	تسويق واستهلاك السلعة الغذائية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	3.2	تسويق واستهلاك السلعة الغذائية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	3.3	تسويق واستهلاك السلعة الغذائية	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	
4	4.1	معالجة وتصنيع الاغذية	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	4.2	معالجة وتصنيع الاغذية	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	

	4.3	معالجة وتصنيع الاغذية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussio ns + Exam	
5	5.1	تجارة الجملة والتجزئه	SLO2	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussio ns + Exam	
	5.2	تجارة الجملة والتجزئه	SLO2	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussio ns + Exam	
	5.3	تجارة الجملة والتجزئه	SLO2	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussio ns + Exa Discussio ns + Exam m	
6	6.1	تسعير السلع الغذائية	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
	6.2	تسعير السلع الغذائية	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussio ns + Exam	
	6.3	تسعير السلع الغذائية	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussio ns + Exam	
7	7.1	المؤسسات التعاونية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Video Case Study	
	7.2	المؤسسات التعاونية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	7.3	المؤسسات التعاونية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
8	8.1	المؤسسات التعاونية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	8.2	المؤسسات التعاونية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Video Case Study	
	8.3	المؤسسات التعاونية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
9	9.1	تدريج وتصنيف السلعة الغذائية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	9.2	تدريج وتصنيف السلعة الغذائية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	9.3	تدريج وتصنيف	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Video Case Study	

		السلعة الغذائية						
10	10.1	تدريب وتصنيف السلعة الغذائية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	10.2	تدريب وتصنيف السلعة الغذائية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	10.3	تدريب وتصنيف السلعة الغذائية	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
11	11.1	تخزين السلعة الغذائية.	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	11.2	تخزين السلعة الغذائية.	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	11.3	تخزين السلعة الغذائية.	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
12	12.1	تسويق منتجات الالبان	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	12.2	تسويق منتجات الالبان	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	12.3	تسويق منتجات الالبان	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
13	13.1	تسويق الخضار والفواكه والحبوب	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	13.2	تسويق الخضار والفواكه والحبوب	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	13.3	تسويق الخضار والفواكه والحبوب	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
14	14.1	تسويق الخضار والفواكه والحبوب	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	14.2	تسويق الخضار والفواكه والحبوب	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	14.3	تسويق الخضار والفواكه والحبوب	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	

15	15.1	تسويق الخضار والفواكه والحبوب	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam
	15.2	تسويق الخضار والفواكه والحبوب	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam
	15.3	تسويق الخضار والفواكه والحبوب	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam

22 Evaluation Methods:

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

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

وانل للنشر, الطبعة الاولى, التسويق 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: -----	Signature: -----	
Head of Curriculum Committee/Faculty: -----	Signature: -----	
Dean: -----	Signature: -----	