



Form: Course Syllabus	Form Number	EXC-01-02-02A
	Issue Number and Date	2/3/24/2022/2963 05/12/2022
	Number and Date of Revision or Modification	2023/10/15
	Deans Council Approval Decision Number	265/2024/24/3/2
	The Date of the Deans Council Approval Decision	2024/1/23
	Number of Pages	06

1.	Course Title	Agricultural Marketing
2.	Course Number	1604303
3.	Credit Hours (Theory, Practical)	3
	Contact Hours (Theory, Practical)	Theory 3
4.	Prerequisites/ Corequisites	Principles of Marketing
5.	Program Title	Bachelor's in marketing
6.	Program Code	04
7.	School/ Center	Business Administration
8.	Department	Marketing
9.	Course Level	BA
10.	Year of Study and Semester (s)	2025-2026 (1 st Semester)
11.	Program Degree	BA
12.	Other Department(s) Involved in Teaching the Course	
13.	Learning Language	ARABIC
14.	Learning Types	<input type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input checked="" type="checkbox"/> Fully online
15.	Online Platforms(s)	<input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams
16.	Issuing Date	15/2/2025
17.	Revision Date	15/2/2025

**18. Course Coordinator:**

Name: Yazeed Almasri	Contact hours: Mon: 9:45-11:00 / Wed: 8:00-8:30
	Sun-Tue-Thu 8:45-9:15
Office number:	Phone number:
Email: y.almasri@ju.edu.jo	

19. Other Instructors:

Name:
Office number:
Phone number:
Email:
Contact hours:
Name:
Office number:
Phone number:
Email:
Contact hours:

20. Course Description:

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.



21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	*						Learn basics Agricultural Marketing
2.	*	*					Analyze Agri channels roles
3.	*	*	*	*	*	*	Solve Agri Marketing problems.
4.	*	*					Learn Agri pricing dynamics



5.							
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23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1	*			*	*	**		
2	*					**		
3	*			*	*	**	**	
4	*					**		
5								
6								
7								
8								

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).



Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	مقدم يف التسويق الزراعي	SLO1	Online	Teams	Asynchronous	Discussions + Exam	
	1.2	مقدم يف التسويق الزراعي	SLO1	Online	Teams	Asynchronous	Discussions + Exam	
	1.3	مقدم يف التسويق الزراعي	SLO1	Online	Teams	Asynchronous	Discussions + Exam	



2	2.1	قيوست جاتنلا الزراعي	SLO1	Online		Asynchronous	Discussions + Exam	
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24. Topic Outline and Schedule:



					Teams			
	2.2	قيوست جاتنلا الزراعي	SLO1	Online	Teams	Asynchronous	Discussions + Exam	
	2.3	قيوست جاتنلا الزراعي	SLO1	Online	Teams	Asynchronous	Assignment + Exam	
3	3.1	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	
	3.2	قيوست كلاهتساو السلعة الغذائي	SLO1	Online	Teams	Asynchronous	Discussions + Exam	
	3.3	قيوست كلاهتساو السلعة الغذائي	SLO1	Online	Teams	Asynchronous	Discussions + Exam	



4	4.1	قيوست كلاهتساو السلعة الغذائي	SLO3	Online	Teams	Asynchronous	Assignment + Exam	
	4.2	قجلاعم عينصتو قيذغلا	SLO3	Online		Asynchronous	Discussions + Exam	



				Teams			
4.3	<p>ةجلاعم عينصتو ةيذغلا</p>	SLO3	Online	Teams	Asynchronous	Assignment + Exam	
5	<p>ةجلاعم عينصتو ةيذغلا</p>	SLO1	Online	Teams	Asynchronous	Discussions + Exam	
	<p>ةراجت الجملة هنزجتلاو</p>	SLO2	Online	Teams	Asynchronous	Discussions + Exam	
	<p>ةراجت الجملة هنزجتلاو</p>	SLO2	Online	Teams	Asynchronous	Discussions + Exam	



6	6.1	قراحت الجملة هنزجتلاو	SLO2	Online	Teams	Asynchronous	Discussions + Exa Discussions + Exam m	
	6.2	ريعت السلع ةيئاذغلا	SLO4	Online	Teams	Asynchronous	Discussions + Exam	



	6.3	ريعت السلع قيناذغلا	SLO4	Online	Teams	Asynchronous	Discussions + Exam	
	7.1	ريعت السلع قيناذغلا	SLO4	Online	Teams	Asynchronous	Discussions + Exam	
7	7.2	المؤسسات قيناواعتلا	SLO1	Online	Teams	Asynchronous	Video Case Study	
	7.3	المؤسسات قيناواعتلا	SLO1	Online	Teams	Asynchronous	Case Study+Exam	
8	8.1	المؤسسات قيناواعتلا	SLO1	Online	Teams	Asynchronous	Case Study+Exam	



8.2	المؤسسات ةينواعلا	SLO1	Online	Teams	Asynchronous	Case Study+Exam	
8.3	المؤسسات ةينواعلا	SLO1	Online		Asynchronous	Video Case Study	



					Teams			
	9.1	المؤسسات ةينواعتلا	SLO1	Online	Teams	Asynchronous	Case Study+Exam	
9	9.2	تجيرد وتصنيف السلعة يئاذغلاة	SLO1	Online	Teams	Asynchronous	Case Study+Exam	
	9.3	تجيرد وتصنيف السلعة يئاذغلاة	SLO1	Online	Teams	Asynchronous	Case Study+Exam	
10	10.1	تجيرد وتصنيف السلعة يئاذغلاة	SLO1	Online	Teams	Asynchronous	Video Case Study	



10.2	تجريد وتصنيف السلعة ينادغلاة	SLO1	Online	Teams	Asynchronous	Case Study+Exam	
10.3	تجريد وتصنيف السلعة ينادغلاة	SLO1	Online		Asynchronous	Case Study+Exam	



					Teams			
	11.1	تجريد وتصنيف السلعة بإذغلا	SLO1	Online	Teams	Asynchronous	Case Study+Exam	
11	11.2	نيزخت السلعة قيناذغلا	SLO1	Online	Teams	Asynchronous	Discussions + Exam	
	11.3	نيزخت السلعة قيناذغلا	SLO1	Online	Teams	Asynchronous	Discussions + Exam	
12	12.1	نيزخت السلعة قيناذغلا	SLO1	Online	Teams	Asynchronous	Discussions + Exam	



	12.2	قيوست تاجتتم نايللا	SLO3	Online	Teams	Asynchronous	Discussions + Exam	
	12.3	قيوست تاجتتم نايللا	SLO3	Online	Teams	Asynchronous	Discussions + Exam	
13	13.1	قيوست تاجتتم نايللا	SLO3	Online		Asynchronous	Discussions + Exam	



14					Teams			
	13.2	قيوست راضلا هكاوفلاو بوبحلاو	SLO3	Online	Teams	Asynchronous	Discussions + Exam	
	13.3	قيوست الخضار هكاوفلاو بوبحلاو	SLO3	Online	Teams	Asynchronous	Discussions + Exam	
	14.1	قيوست راضلا هكاوفلاو بوبحلاو	SLO3	Online	Teams	Asynchronous	Discussions + Exam	
14	14.2	قيوست راضلا هكاوفلاو بوبحلاو	SLO3	Online	Teams	Asynchronous	Discussions + Exam	



	14.3	قيوست راضخلا هكاوفلاو بوبحلاو	SLO3	Online	Teams	Asynchronous	Discussions + Exam	
15	15.1	قيوست راضخلا هكاوفلاو بوبحلاو	SLO3	Face to Face		synchronous	Discussions + Exam	



					Classroom			
15.2	قيوست راضلا هكاوفلاو بوبحلاو	SLO3	Online	Teams	Asynchronous	Discussions + Exam		
15.3	التسويق الزراعي الخارجي	SLO3	Online	Teams	Asynchronous	Discussions + Exam		

25. Evaluation Methods:

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

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
First Exam	30	*	*	*			
Second Exam –If any							
Final Exam	50	*		*	*		
**Class work	5						
Projects/reports	15	*	*	*	*		
Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/exhibition							



Any other approved works							
Total 100%	100						

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
1	1	1	5	5	7	7	30	20	30%	1,2,3

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
3	3	3	7	7	10	11	50	33	50%	1,3,4

26. Course Requirements:



students should have a computer, internet connection, webcam, account on teams.

27. 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:

28. References:

A- Required book(s), assigned reading and audio-visuals: لناو رشنال, الطبعة الاولى (الدكتور محمد عبيدات 4102,التسويق الزراعي)

B- Recommended books, materials, and media:

29. Additional information:



Name of the Instructor or the Course Coordinator:	Signature:	Date:
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Name of the Head of Quality Assurance Committee/ Department	Signature:	Date:
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Name of the Head of Department	Signature:	Date:
.....
Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
.....
Name of the Dean or the Director	Signature:	Date:
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