Course Syllabus

Code - Course Title	**TRM218U - Agricultural Marketing**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. EVRİM GENÇ KUMTEPE

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	N/A
Recommended Resources	Albayrak, M. (Eds) (2024). Agricultural Marketing. T.C. Anadolu Universtiy Press No:4448, Open Education Faculty Pub. No: 3183.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Theoretical Framework and Evolution of Marketing	
Week - 2		Agricultural Marketing Environment	
Week - 3		Marketing Information Systems and Research in Agriculture	
Week - 4		Market Segmentation and Target Market Selection	
Week - 5		Functions of Agricultural Marketing	
Week - 6		Agricultural Marketing Systems	
Week - 7		Midterm	
Week - 8		Agri/Food Value Chain and New Marketing Methods	
Week - 9		Financing in Agricultural Marketing	
Week - 10		Economic and Financial Parameters in Agri-Marketing	
Week - 11		Ethics in Agricultural Marketing and Ethical Models	
Week - 12		Ethical Dimensions of the Marketing Mix Elements	
Week - 13		Agricultural Marketing Planning	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	The student will be able to define the fundamental concepts and describe the historical development of agricultural marketing.
2	The student will be able to express the processes of market segmentation, target market selection, and marketing planning.
3	The student will be able to compare the structures of marketing functions, systems, and the agricultural value chain.
4	The student will be able to explain marketing information systems, financial analysis tools, and economic evaluation methods.
5	The student will be able to evaluate the level of compliance with ethical principles in agricultural marketing practices.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**