

Course Description – Curriculum 2018

Subject: MK327 Agricultural Marketing

Credits: 3

Prerequisite: MK201

Description: A study of industries and agricultural market structures as well as competitive in the market and impact of socio-economic system, government policies, technology for agricultural products, including other business factors that affect to design business model and determine marketing strategy for agricultural products. This course emphasizes marketing value creation and ethical brand building in order to respond needs and satisfy the target market and create competitive advantages for agricultural products as well as develop their agribusiness potential in the worldwide market under the proper use of technology.