

Course Code : AEC 303

Course Title : Agriculture Marketing and Cooperatives

Credit Hours : 2 (2+0) Full Marks: 50 Theory: 50 Practical: 0

OBJECTIVES

Upon the completion of this course, the students will be able to understand the meaning, concept and importance of agricultural marketing and cooperatives. They will also be able to develop analytical techniques in agricultural marketing research.

A. SYLLABUS

Concept and definition–Market and marketing, importance of agricultural product prices and marketing of both inputs and outputs. Meaning and concept of utility, consumers behavior, consumer and market equilibrium, revealed preference, consumer surplus, demand for agricultural products and their derivation. Supply of agricultural products and their derivation. Price, income and cross elasticity of demand and supply, relationship among elasticity and their use. Life cycle and development of products, marketing strategy, market and product promotions. Market structures, price determination and equilibrium in pure competition, monopoly, and oligopoly; Price discrimination. Marketing functions, marketing channels and costs. Marketing margins and price spreads. Spatial and temporal price variation. Marketing research, Marketing efficiency and its measurement, economic models for price analysis. Government intervention and public institutions in marketing, Cooperatives- concept, history, definitions, role, organization, structure, cooperative law and by laws, developing agriculture cooperatives, cooperative marketing, cooperative farming, strength and opportunities.

II. COURSE BREAKDOWN

A. Lecture

S.N.	Topic	No. of Lectures
1	Agricultural marketing: concepts of market and marketing; nature of agricultural commodities; classification of markets; importance of product prices and agricultural marketing for socioeconomic progress.	2
2.	Theory of consumer behavior: concept of utility and its measuring approaches; demand function and factors affecting consumers' behavior, and market equilibrium; consumers' and producers' surplus	2
3.	Elasticity: various elasticity of demand, supply and their relationship	2
4.	Theory of firm: theory and characteristics of firms; supply function and its derivation; life cycle and development of products; marketing strategy, market and product promotions	3

5	Market structure and equilibrium: marketable surplus; market structure, price determination and price discrimination	4
6.	Marketing functions and channels: marketing functions: physical, exchange and facilitating functions; marketing channels, marketing cost; marketing margins and price spreads	3
7.	Price variation: price movement over time: seasonal and cyclic price variation; spatial price variation; spatial distribution of commodities and regional equilibrium models	3
8.	Marketing research: research in agricultural marketing; marketing efficiency and its measurement;	3
9.	Government intervention and public institutions: role of government in product pricing and agricultural marketing; public institutions related to production, marketing and their promotion	2
10.	Cooperatives- concept, definitions, history, role, organization, structure, cooperative law and bylaws, cooperative farming, cooperative marketing.	5
Total		30

REFERENCES

Rhodes, V. J. 1983. The agricultural marketing systems. John, Wiley, and Sons, Inc. Singapore.

Koutsoyiannis, A. K. 1994. Microeconomics, Printice Hall, India

Barker, J. 1989. Agricultural Marketing, 2nd ed. Oxford University Press. UK Tomek, W. 1984. Agriculture product prices,