



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

ONLINE CERTIFICATE COURSE PROMOTED BY CSC ACADEMY CENTERS

Online Course: Agro Marketing

Summary

Course Type:	Certificate
Duration:	3 Months
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate
Eligibility:	Minimum 10 th Std Pass or ITI or a Polytechnic Diploma Holder or Above
Fees:	Rs. 1250/- (Rs. 500 Registration Fees and Rs. 1000 Course Fees)

Admission Batch for Certification Courses	Admissions in Month	All Assessments Completion through LMS
March	1st Mar, April, 30th May	July
June	1st June, July, 30th Aug	Oct
Sept	1st Sept, Oct, 30th Nov	Jan
Dec	1st Dec, Jan, 28th Feb	April

Course Layout

Chapter 1: Agricultural Marketing

Introduction, - Definition, - Importance, - Problems, - Growth of Agricultural Marketing - Chapter 2: Major

Chapter 2: Marketing Functions

Packaging, - Grading, - Transportation, - Storage and Warehousing, - Market Information, - Processing -

Chapter 3: Commodity Future Trading

Meaning, - Nature, - Forward Market, - Dangers of forward market, - Forward Market Commission,

- Spot market, - Speculation and Hedging - Chapter 4:

Chapter 4: Market Forces

Demand: - Meaning, - Factors affecting on demand, - Supply: - Meaning, - Factors affecting on Supply, - Price determination -

Chapter 5: Producers Surplus

Producers surplus of agricultural commodities, - Marketable surplus, - Marketed surplus, - Factors affecting on marketable surplus, - Their estimation

Chapter 6: Marketing of Inputs

Meaning, - Marketing of major inputs like - Seed, - Fertilizers, - Chemicals, - Machinery and - Electricity -

Chapter 7: Government Institutions in Agriculture Marketing

State marketing Departments, - State Agricultural marketing Department, - Council of State Agricultural marketing Department, - APMC -

Chapter 8: Co-operative Marketing

Meaning, - Functions, - History, - Types, - Structure, - Sources Of Finance, - Progress And - Marketing Societies -

Chapter 9: Market integration and efficiency

Market Integration: - Meaning, - Types, - Degree & Their Effects - Marketing Efficiency: - Definition, - Approaches, - Marketing Cost And - Efficiency - Chapter 10:

Chapter 10: External Trade in Agro- Marketing

GATT, - WTO, - Agro-Export Zones, - Different government policies

Books and References

- Agricultural Marketing Management by Lakshmi Dhar Hatai
- Agricultural Marketing in India by S. S. Acharya

CRITERIA TO GET A CERTIFICATE

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments (MCQ Type) per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Assessment through LMS – (MCQ Type)
- Passing Criteria – 40%

Only the e-certificate will be made available. Hard copies will not be dispatched. Thanks for your interest in our online courses and certification. Happy Learning.