



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: Marketing and Sales of Agricultural Commodities

Summary

Course Type:	Certificate
Duration:	3 Months
Category:	Management
Credit Points:	4
Level:	Undergraduate/Postgraduate
Eligibility:	Minimum 10 th Std Pass or ITI or a Polytechnic Diploma Holder or Above
Fees:	Rs. 1250/- (Rs. 250 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: Introduction to Sale and Marketing of Agricultural Commodities

Concept and Definition, Scope and Subject Matter, Role of Agricultural Marketing, Markets and Marketing, Market – Meaning, Components of a Market, Dimensions of a Market, Classification of Markets (On the basis of each of the twelve dimensions), Importance of Agricultural Marketing.

Chapter 2: Market Structure and Performance

Market Structure – Meaning, Components of Market Structure, Dynamics of Market Structure

– Conduct and Performance, Agricultural Marketing and Marketing Functions and their Classification, Marketing Agencies, Economic Surplus of Agricultural Commodities."

Chapter 3: Market Integration and Regulations

Market Integration-Meaning, Definition, Types of Market Integration, Degree and effect of Integration, Regulation of Agricultural Marketing, Objectives of Market Regulations, Features and Problems of Regulated Markets, Suggestions for improvements in Regulated Marketing.

Chapter 4: Marketing Management

The Concept of Marketing Management, Marketing Environment; Marketing Mix, Strategic Marketing, Market Segmentation, Targeting, and Positioning; Buyer Behavior, Marketing Information System

Chapter 5: Agencies and Certification Marks in Agricultural marketing and Sale.

NAFED, APEDA, MPEDA, TRIFED, NDDDB, CACP, NIAM, IIPM, MANAGE, VAMNICOM, DMI, DPPQS, BIS, FCI, CWC, SWC, NCDC, ISO, CAC. Certification Marks in India- AGMARK, FPO, ECOMARK, HACCP.

Chapter 6: Agricultural Prices and Risk Management

Price Policy, Parity between prices paid and prices received by farmers (Terms of Trade), Meaning and Importance of Risk, Types of Risk in Marketing, Minimization of Risk, Risk Management Strategies in Agricultural Marketing- Speculation and Hedging, Futures Trading- Meaning, Commodities for Futures Trading, Services Rendered by a Forward Market, Dangers of Forward Market, Forward Market Commission,"

Chapter 7: Contract Farming/Contract Marketing (Farmer – Processor Linkages)

Meaning, Advantages of Contract Farming, Flip Side of Contract Farming, Experience in Contract Farming, Incentives for Promoting Contract Farming

Chapter 8: Export and export potential of Agricultural Commodities

Cereals, Pulses, Oilseeds, Cash crops, Fruits and Vegetable, Milk and milk product and fish and fish product

Chapter 9: Government policies and regulations for agribusiness and marketing and Principles of taxation and tax structure in India

Introduction of Govt. policies, regulations for agribusiness and marketing and principles of taxation

Chapter 10: Marketing Channels and Efficiency

Marketing Channels- Definition, Factors Affecting Length of Marketing Channels of cereals, pulses, oilseeds, fruit and vegetable and eggs, Innovative Marketing Channels (Direct Marketing), Marketing Efficiency- Definition, Efficient marketing, Approaches to the assessment of marketing efficiency, Marketing Costs, Margins and Price Spread- Concepts of Marketing Margins, Importance of Study of Marketing Margins and Costs, Estimation of Marketing Margins and Costs, Factors Affecting the Cost of Marketing, Reasons for Higher Marketing Costs of Agricultural Commodities, Marketing Cost in India and Other Countries, How to Reduce Marketing Costs

Books and References

- Agricultural Marketing In India, by S.S. Achary, N.L. Agarwal
- Marketing of Agricultural Commodities in India, by Dr. Shoji Lal Bairwa, Dr. Saket Kushwaha, Dr. Chandra Sen, Shilpi

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.