FMT4 014. MARKETING STRATEGIES (152-VSP-MC).

Credits: 2

Offered by: Farm Mgmt & Technology Program (Faculty of Agric Environ Sci)

Terms offered: Fall 2026

View offerings for Fall 2026 (https://vsb.mcgill.ca/vsb/criteria.jsp?term=202609&courses=FMT4-014) in Visual Schedule Builder.

Description

Objectives of this course are to cover introductory marketing, market structures as well as basic economic principles in order to better understand the different marketing strategies occurring in the agri-food sector. An introduction to microeconomics and market structures will develop toward the different marketing channels agricultural producers are exposed as well as value chain management.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

Launch Visual Schedule Builder (https://vsb.mcgill.ca/vsb/criteria.jsp)