

FMTP 023. AGRICULTURAL MARKETING (152-023- MC).

Credits: 2.33

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

This course is not offered this catalogue year.

Description

The goal of this course is to improve students' skills needed for marketing agricultural products and services. This course covers all types of marketing, from direct sales and on-farm marketing to wholesale channels, auctions and exports. Students will study examples of marketing systems used for various agricultural commodities and create a marketing plan (product, price, promotion, "place" and public image) for a particular product or service. They will also improve their skills in sales and customer relations.

- (152-023-MC)
- (3-2-2)

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

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