

AGRICULTURAL PRODUCTS AND SERVICES MARKETING

UNIT CODE: 0811 341 08 A

TVET CDACC UNIT CODE: AG/CU/PN/CR/03/4/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Market agri-enterprise products and services

Duration of Unit: 40 hours

Unit Description

This unit specifies the competencies required to market agricultural products and services. It involves preparing for marketing of agri-enterprise products and services, executing marketing of agri-enterprise products and services, establishing customer feedback mechanism, completing marketing of agri-enterprise products and services.

Summary of learning outcomes

By the end of this unit of learning, the trainee should be able to:

S/No	Learning Outcomes	Duration (Hours)
1.	Prepare to market agri-enterprise products/services	10
2.	Market agri-enterprise products/ services	20
3.	Establish and respond to customer feedback	10
Total		40

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare for marketing of agri-enterprise products and services	1.1 Types of various agricultural products e.g. commodities, value added products 1.2 Types of agricultural Services e.g. Artificial insemination services transportation 1.3 Types of feasibility studies • Market survey • Quick scan • Appraisal • Interviews 1.4 Basic economic principles in Agripreneurship • Nature of products • Seasonality • Demand and supply • Business competitors • Pricing • Legal and regulatory framework Agricultural Act, County government by-laws, Environment Management and coordination Act.	• Written tests • Oral questions • Third party reports
2. Market Agri-enterprise products and services	2.1 Developing a product brand 2.2 Packaging/ packing and labelling 2.3 Product launch 2.4 Distribution channels 2.5 Promotion and advertisements 2.6 Financial records 2.7 Basic marketing strategy development	• Written tests • Oral questions • Third party reports

	2.8 Product penetration	
3. Establish and respond to customer feedback	3.1 Customer satisfaction surveys • Data collection • Data analysis 3.2 Product improvement and innovation	• Written tests • Oral questions • Third party reports

Suggested Methods of instruction

- Demonstration by trainer
- Field trips
- Discussions
- Direct instruction
- Role play
- Guided questions

Recommended Resources

- Report writing
- Case studies