

## **AGRICULTURAL PRODUCTS AND SERVICES ONLINE MARKETING**

**ISCED UNIT CODE:** 0811 354 10A

**TVETCDACC UNIT CODE:** AG/CU/PN/CR/05/4/MA

### **Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Market agricultural products/services on-line.

**Duration of Unit: 60 hours**

### **Unit Description**

This unit specifies the competencies required to market agricultural products/services online. It involves preparing for marketing products online, selling agricultural products online, evaluating product online marketing and complete marketing product online.

### **Summary of learning outcomes**

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

| <b>S/No</b>  | <b>Learning Outcomes</b>                    | <b>Duration (Hours)</b> |
|--------------|---------------------------------------------|-------------------------|
| 1.           | Prepare for marketing products online       | 10                      |
| 2.           | Sell agricultural products/services on line | 20                      |
| 3.           | Evaluate product/service online marketing   | 10                      |
| 4.           | Complete marketing product/service online   | 10                      |
| <b>Total</b> |                                             | <b>50</b>               |

## Learning Outcomes, Content and Suggested Assessment Methods

| Learning Outcome                                      | Content                                                                                                                                                                                                                                                                                                                                                      | Suggested Assessment Methods                                                                                                 |
|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| 1. Prepare for Marketing products and services online | 1.1 Computers and computer packages<br>1.2 ICT and ICT applications<br>1.3 Use of internet<br>1.4 Agripreneurial online template development<br>1.5 Data collection for online marketing<br>1.6 Online platform <ul style="list-style-type: none"> <li>• Design</li> <li>• Licensing and user right</li> <li>• Advertisements</li> <li>• Branding</li> </ul> | <ul style="list-style-type: none"> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Third party reports</li> </ul> |
| 2. Sell agricultural product and services online      | 2.1 Agripreneur Products repacking<br>2.2 Online Communication<br>2.3 Social media and apps<br>2.4 Usage of mobile phones and mobile phone applications<br>2.5 Networking<br>2.6 Online quality assurance                                                                                                                                                    | <ul style="list-style-type: none"> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Third party reports</li> </ul> |
| 3. Evaluate products and services online marketing    | 3.1 Customer satisfaction survey <ul style="list-style-type: none"> <li>• Questionnaire development</li> <li>• On line data collection</li> <li>• Data analysis</li> </ul> 3.2 Response to customer needs<br>3.3 ICT System assessment                                                                                                                       | <ul style="list-style-type: none"> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Third party reports</li> </ul> |
| 4. Complete marketing products and services online    | 4.1 Developing an assessment report <ul style="list-style-type: none"> <li>• Elements of the reports</li> <li>• Process of developing the report</li> </ul> 4.2 Change management <ul style="list-style-type: none"> <li>• Definition</li> <li>• Steps on change management</li> </ul> 4.3 Process evaluation                                                | <ul style="list-style-type: none"> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Third party reports</li> </ul> |

### Suggested Methods of instruction

- Project
- Demonstration by trainer
- Discussions
- Direct instruction

- **Recommended Resources for 25 Trainees**

| <b>Category/Item</b>          | <b>Description/specification</b> | <b>Quantity</b> | <b>Recommended ratio<br/>(item: Trainee)</b> |
|-------------------------------|----------------------------------|-----------------|----------------------------------------------|
| Desktop computers/laptops     |                                  | 25              | 1:1                                          |
| Internet connection           |                                  |                 |                                              |
| Projector                     |                                  | 1               | 1:25                                         |
| Printer                       |                                  | 1               | 1:25                                         |
| Software installation manuals |                                  | 1               | 1:25                                         |
| Sample Business records       |                                  | 1               | 1:25                                         |
| Smartphones                   |                                  | 1               | 1:25                                         |
| GPS device                    |                                  | 1               | 1:25                                         |
| Application software          |                                  | 1               | 1:25                                         |
| Satellite mapping software    |                                  | 1               | 1:25                                         |

## **MODULE III**