

APPLY AGRICULTURAL MARKETING PRINCIPLES

ISCED UNIT CODE: 0811 451 09A

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UNIT DESCRIPTION

This unit describes knowledge, skills and attitudes required to apply agricultural marketing principles. It involves carrying out market analysis, carrying out marketing functions in agricultural production and using agricultural marketing institutions.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
These describe the key outcomes which make up workplace function	These are assessable statements which specify the required level of performance for each of the elements. <i>Bold and italicized terms are elaborated in the Range</i>
1. Carry out market analysis	1.1 Agricultural Market information is collected based on farmers' preferences. 1.2 <i>Type of market</i> is identified based on market behaviour 1.3 Market structure, conduct and performance are analyzed based on based on selected agricultural produce
2. Carry out marketing functions in agricultural production	2.1 Processing is carried out based on demand 2.2 Sorting and grading is carried out based on agricultural enterprise 2.3 Packaging, packing and labeling are carried out based on agricultural enterprise 2.4 Marketing <i>channels</i> are used based on enterprise
3. Use agricultural marketing institutions	3.1 <i>Cooperatives</i> are identified and used in agricultural marketing based on farm enterprise 3.2 <i>Agricultural Marketing boards</i> are used to market agricultural produce based on farm enterprise 3.3 Private companies are used to market agricultural produce based on farm enterprise

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

Variable	Range
1. Type of market may include but not limited to:	1.1 Perfect 1.2 Monopoly 1.3 Oligopoly 1.4 Monopsony
2. Marketing channels may include but not limited to:	2.1 Produce processors 2.2 Distributors 2.3 Wholesalers 2.4 Retailers
3. Cooperatives may include but not limited to:	3.1 Worker cooperatives 3.2 Consumer cooperatives 3.3 Union cooperatives
4. Agricultural Marketing boards may include but not limited to:	4.1 Kenya tea board 4.2 Pyrethrum board

REQUIRED KNOWLEDGE AND SKILLS

This section describes the knowledge and skills required for this unit of competency.

Required Knowledge

The individual needs to demonstrate knowledge of:

Required Skills

- Market analysis
- Market structure, conduct and performance
- Marketing functions
- Marketing institutions

The individual needs to demonstrate the following skills:

- Analytical
- Problem Solving
- Interpretation

- Drawing
- Decision making
- Innovation
- Evaluation
- Data collection

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required knowledge and skills and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate: 1.1 Identified type of market is based on market behaviour 1.2 Analysed market structure, conduct and performance based on based on selected agricultural produce 1.3 Processed agricultural produce based on demand 1.4 Used Marketing channels based on enterprise 1.5 Identified and used agricultural marketing boards to market agricultural produce based on farm enterprise 1.6 Used private companies to market agricultural produce based on farm enterprise
2. Resource Implications	The following resources should be provided: 2.1 Appropriately simulated environment where assessment can take place 2.2 Access to relevant workplace environment 2.3 Resources relevant to the proposed activities or task
Methods of Assessment	Competency may be assessed through: 3.1 Practical 3.2 Project 3.3 Third party report 3.4 Portfolio of evidence 3.5 Written tests 3.1 Oral questioning

Context of Assessment	4.1 This competency may be assessed in a work place or in a simulated work place.
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.