

Agri-Cultural Marketing Management



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Agri-Cultural Marketing Management

UNIT - I

Agricultural marketing, agricultural marketing and economic development. Agricultural market structure, components and dynamics of market structure. Marketing strategy, formulation of marketing strategy. Agribusiness marketing environment, design of marketing mix, market segmentation and targeting. Determinants of consumer's behavior.

UNIT - II

Product management, product management process and decisions. New product development- significance and classification of new product. Stages and estimation of demand of new product, product life cycle. Pricing policies and practices for agribusiness - determinants of price, objectives of pricing policies and pricing methods.

UNIT - III

Logistics- concepts, factors affecting logistics, objectives of logistics management, activities of logistics function order, processing, packaging, transport management inventory, warehousing etc.

UNIT - IV

Promotional management, advertising, planning and execution. Sales promotion, grading and standardization. Distribution management- storage and warehousing, transportation. Management for agricultural products. Marketing agencies/intermediaries, roles and functions of marketing agencies.

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