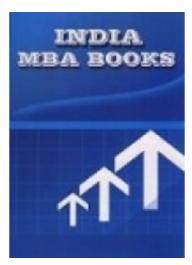
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UNIT -

OHI - 1
Agricultural marketing, agricultural marketing and economic development. Agricultural market estructure, 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

DM1 : In DM1

Coglisios- concepts, factors affecting logistics, objectives of logistics management, activities of logistics function order, processing, packaging, transport management inventory, warehousing et

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