

Course No. : MKT -121
Marketing

Course Title :Introduction to Agricultural

Credit : (1+1=2)

Semester : II

Theory:

Agricultural Marketing: Definition and concepts, scope and subject matter. Market and marketing: Meaning, definition, components of a market structure, importance of agricultural marketing, classification, types of markets. Market forces- Demand And Supply. Problems of Agril. Marketing: Defects in traditional Agril. marketing system and suggestions for improvement. Standardization: Standards and standardization, aims of standardization, significance of standardization, demerits of standardization. Basis of standards.Grading: A marketing function.Importance of grading in agriculture, grading in India. Warehousing: State and Central Warehousing Corporations, objectives, functions, advantages, Channels of Marketing: Meaning, definition, channels of different products, market functionaries and their role. Marketing Efficiency: Meaning, definition, marketing costs, margin, price spread, factors affecting the cost of marketing, reasons for higher marketing costs of farm commodities, ways of reducing marketing cost. Study of Market Intelligence and Market Integration: Meaning, definition, types of market integration. Producer's surplus: Marketable Surplus and Marketed Surplus.

Practical:

Studies on estimation of marketing cost, price spread, market margins. Study on standardization, grading, storage, warehousing. Marketing of food grains, fruits, vegetable, milk and eggs.Exercises on grade standards of various Agril.Products.

Lectures No	Topics	Weightage(%)
1	Agricultural marketing: definition and concepts, scope and subject matter.	6
2,3,4	Market and marketing: meaning, definition, components of a market, importance of agricultural marketing, classification markets.	20
5,6	Problems of agril. Marketing: defects in traditional agril. Marketing system and suggestions for improvement.	10
7	Standardization: standards and standardization, aims of standardization, significance of standardization, demerits of standardization. Basis of standards.	6
8	Grading: a marketing function. Importance of grading in agriculture, grading in India.	6

Teaching Schedule- Theory with weightages (%):

9,10	Channels of marketing: meaning, definition, channels of different products, market functionaries and their role.	15
11,12	Marketing efficiency: meaning, definition, marketing costs, margin, price spread, factors affecting the cost of marketing, reasons for higher marketing costs of farm commodities, ways of reducing marketing cost.	15
13,14	Study of market intelligence and market integration: meaning, definition, types of market integration	10
15	Producer's surplus marketable and marketed surplus.	6
16	Warehousing: state and central warehousing corporations, objectives, functions	6

Practical Exercises:

Exercises No.	Title
1	Study of various marketing functions.
2	Marketing of food grains. (marketing channel)
3	Marketing of fruits & vegetable(marketing channel)
4	Marketing of milk and eggs. (marketing channel)
5	Studies on estimation of marketing cost, price spread, market margins of food grains.
6	Studies on estimation of marketing cost, price spread, market margins of fruits & vegetable
7	Studies on estimation of marketing cost, price spread, market margins of milk and eggs
8	Study of grading and standardization.
9	Study of grade standards of various Vegetables.
10	Study of grade standards of various Fruits.
11	Study of grade standards of various Food grains.
12	Study of storage, warehousing.
13	Study of regulated market
14	Study of co-operative marketing.
15	Visit to weekly market/farmers bazaar
16	Visit to APMC

Suggested readings:

1) Text Book:

1. Acharya, S. S. And N. L. Agrawal. Agricultural marketing in India.(fifth edition) oxford and IBH publishing company pvt. Ltd., 66 Janpath, new Delhi - 110001.
2. S. S. China. Agricultural marketing in India. kalyani publisher, new Delhi 100 002.

2) Reference Books:

1. S. Subba reddy *et al* .agriculture economics.(2010) oxford and ibh publishing company Pvt. Ltd., 66 Janpath, New Delhi – 110001

3) e-books:

Course No. : MKT -122

Course Title: Marketing Institutions and

Organizations

Credit : (1+1=2)

Semester: II

Theory:

Objectives, structure and functioning of Agricultural Marketing Institutions and Organizations. Agricultural Produce Market Committee, Cotton Corporation of India and State Cotton Federation, Food Corporation of India (FCI), State Trading Corporation (STC), National Co-operative Marketing Federation, Agricultural Processed Products and Export Development Authority (APEDA), Maharashtra State Agricultural Marketing Board (MSAMB), The National Agricultural Co-operative Marketing Federation of India (NAFED), Jute Corporation of India, Tobacco Board, Coconut Board, Grape Growers Association (*Mahagrape*), Mango Growers Association (*Mahamango*), The Directorate of Marketing and Inspection (DMI), National Dairy Development Board (NDDB).Coffee Board and Rubber Board.

Practical:

Visit to different marketing institutions/organizations (located in the local district) for study the organization, their function and achievements in marketing of farm products.

Teaching Schedule- Theory with weightages (%):

Lectures No	Topic	Subtopic	Weightage (%)
1.	Agricultural marketing institutions and organizations	Objectives, structure and functioning	10
2.	Agricultural produce market committee	Objectives, APMC act. Structure and functioning	5
3.	Cotton corporation of India	Location, establishment, objectives and structure and functioning	05
4.	National co-operative marketing federation	Location, objectives and structure and functioning	05
5.	Food corporation of India (FCI)	Location, establishment year, objectives and functioning	05
6.	State trading corporation (STC)	Location, establishment year, objectives and functioning	05
7.	National co-operative marketing federation	Location, establishment year, objectives and functioning	05
8.	Agricultural processed products and export development authority	Location, establishment year objectives and functioning, various govt. scheme etc.	05
9	The national agricultural co-operative marketing federation of India (NAFED)	Location, establishment year, role of NAFED	05
10.	Jute corporation of India	Location and objectives and establishment year	05

11.	Tobacco board	Establishment year and use in agricultural marketing	2.5
12.	Coconut board	Establishment year and use in agricultural marketing	2.5
13.	Grape growers association (MAHAGRAPE)	Establishment year and functions and objectives of MAHAGRAPE	10
14.	Mango growers association (MAHAMANGO)	Location, establishment year and marketing	10
15&16	DMI and NDDDB	Role, objectives, establishment year and functioning	15

Practical Exercises:

Exercises No.	Title
1	Visit to MAHAGRAPE
2.	Visit to MAHAMANGO
3.	Visit to MAHABANANA
4.	Visit to MAHAFED
5.	Visit to MAHAANAR
6.	Visit to HTC, Talegaon (Pune)
7.	Visit to MSAMB, Pune
8.	Visit to APMC
9.	Visit to Maharashtra cooperative floricultural development society, Pune
10	Visit to NAFED
11.	Visit to Warehouses
12.	Visit to Pack house and Godowns
13.	Study of PDS and visit to fair price shop
14	Case study of Farmer Producer Company
15	Study of farmers market
16	Study of corporate retailers in agricultural produce

Suggested readings:

1) Text Book:

1. Acharya, S.S. and N.L. Agrawal. Agricultural marketing in India. Oxford and IBH publishing company Pvt. Ltd. 66, Janpath, New Delhi – 1

2) Reference Books:

1. Memoria, C. B. And R.L. Joshi. Principles and practice of marketing in India. Kitab mahal, 15, thorn hill road, Allahabad.

3) e-books:

Course No. : MKT-233

Course Title :Principles of Marketing Management

Credit : (1+1=2)

Semester: III

Theory:

Understanding Marketing Management, Marketing concept, Marketing mix, Market segmentation and Market targeting.Building consumers satisfaction, value and retention.Managing the marketing process and market planning.**Development of marketing strategies:** Positioning and differentiating the market offering through the product life cycle. Developing new market offerings.Designing global market offerings.**Shaping the market offerings:** Setting the product and brand strategy. Designing and Managing Services.Developing price strategies and programme.

Practical:

Case Studies on marketing strategies of different agro-based products. Case Studies on “Managing the Product Life Cycle”. Study on different marketing activities carried out by different Companies.

Teaching Schedule- Theory with weightages (%):

Lectures No	Topics	Weightage (%)
1	Marketing management - Meaning, definition of marketing, marketing management & Marketing concepts	7
2	Difference between marketing and selling	6
3	Entities to be marketed in market place.	6
4	Functions of marketing management.	6
5	Marketing planning process	6
6	Marketing mix- Concept, definition, elements (7 P's)-only introduction to 7 P's	6
7	Classification of product (consumer and industrial)	7
8	Market targeting and market positioning. Market targeting- definition, patterns of target market selection.	6
9	Pricing strategies- Process of price setting	6
10	Types/various pricing strategies.	6
11	Market segmentation- Definition, types/ bases for segmenting consumer market, significance/importance	6
12	Product life cycle- features of each stage- Strategies to manage different stages of product life cycle.	7
13	New product development stages.	6
14	Branding- Concept, advantages and disadvantages, types/ brand options	6
15	Customer satisfaction, customer value, Customer satisfaction -concept, tools for measuring customer satisfaction, Customer value- concept,	6

	components of customer value	
16	Global market offerings, Strategies to tap global market, Decisions involved in international marketing.	7

Practical Exercises:

Exercise no	Title
1	Study of agriculture marketing
2	Study of marketing strategies
3	Study of various strategies to manage various stages of PLC.
4	Case study on -marketing strategies of different Beverages and fruit drinks.
5	Case study on -marketing strategies of different Snacks .
6	Case study on -marketing strategies of different Milk product.
7	Case study on- “managing the product life cycle for beverages and fruit drinks.
8	Case study on- “managing the product life cycle for Snacks.
9	Case study on- “managing the product life cycle for Milk product.
10	Study elements of Consumer sales promotion
11	Study elements of Dealers sales promotion
12	Study of Online Marketing
13	Case study of online marketing
14	Case study on- different marketing activities carried out by Beverages and fruit drinks companies
15	Case study on- different marketing activities carried out by different snacks companies
16	Case study on- different marketing activities carried out by different Milk companies.

Suggested readings:

1) Text Book:

1. Acharya, S. S. And N.L. Agrawal. Agricultural marketing in India. Oxford and IBH publishing co. Ltd., 66, Janpath, New Delhi- 110 001.

2) Reference Books:

1. Kotler Philip et al. Marketing management. Pearson education, Delhi. The laws state college press, Ames, Iowa, USA 13th edition
2. Ramaswamy, V. S. And S. Namakumari. Marketing management – planning, implementation and control. Macmillan co. 866, Third Avenue, New-York – 10022. Fifth edition.
3. Rajan Saxena, marketing management. Tata McGraw-hill publication company Ltd. New Delhi 110 008.
4. Mukeshpandey, Deepali Tewari, the agribusiness book, idbc publishers Lucknow 226 001 U. P. India. First edition.

3) e-books:

Course No. : MKT -234

Course Title :Market and Trade Acts

Credit : (2+0= 2)

Semester: III

Theory:

Evolution of market legislation.Procedures, need and scope for market legislation. Regulation of market.Growth and development of regulated markets. Review of Agricultural Produce Market Acts in Maharashtra and India. Regulated Market Act, 1937, Organization of regulated markets, constitution of market committee, finance of the market committee, functions of market committee.Agriculture Produce (Grading and Marketing) Act-1937.AGMARK, Cold Storage Order- 1964, Cold Storage- 1980. HACCP, FSSAI and FSSA 2006 & 2011, Prevention of Food /Adulteration Act-1954. All India Rural Credit Survey Committee Reports - 1954, Maharashtra Agricultural Produce Marketing (Regulation) Act - 1963 and New Marketing Model Acts, Consumer Protection Act-1986. Central Warehousing Corporation Act- 1957.National Co-operative Warehousing Board Act -1956.State Warehousing Corporation Act - 1958.Weighing and Measurement Act.Current Export-Import Policy

Teaching Schedule- Theory with weightages (%):

Lectures No	Topic	Subtopic	Weightage (%)
1.	Regulation of market, regulated market	Definition- regulated market. Evolution of market legislation, DMI functions, regulation of market	4
2.	Growth and development of regulated market	Regulated markets, history of regulated markets, objectives	4
3.	Regulated marketing act 1937	Introduction- features	3
4.	Organization of regulated markets	Introduction	3
5.	Constitution of market committees	Introduction	3
6.	Finance of the market committees	Introduction	3
7.	Functions of a market committee	APMC.- introduction	4
8.	Agricultural produce (grading & marking) act, 1937	The Maharashtra agricultural produce marketing (regulation) act- 1963- mission, classification of APMC, participants of the market.	4
9.	Agmark	Introduction.	3
10.	Cold storage order, 1964	Introduction- features	3

11.	Cold storage order, 1980	Introduction- features	3
12.	HACCP,	Introduction, concept, objectives, principles, benefits.	3
13.	ECOMARK	Introduction features.	3
14.	FSSAI and FSSA 2006 & 2011,	Introduction, features, principles, general provisions.	4
15.	Fruit product order,1955	Introduction- features	4
16.	Prevention of food adulteration act, 1954	Introduction- features	3
17.	All india rural credit survey committee 1951 (submitted report in 1954)	Introduction- features	4
18.	Agricultural produce marketing (regulation) act – 1963	Acts and its amendments till Date	4
19.	Consumer protection acts	Introduction- objectives, consumer education, rights, responsibilities.	4
20.	New marketing model acts	Salient features of model acts	3
21.	Central warehousing corporation act 1957	Introduction- functions	4
22.	National co-operative development corporation	Introduction- activities	4
23.	Central warehousing corporation	Introduction- functions	4
24.	State warehousing corporation	Introduction- functions	4
25.	Weighing and measurement act	Introduction- functions	3
26.	the national agricultural co-operative marketing federation of India (NAFED)	Objectives, activities/ functions.	4
27.	Food corporation of India (FCI)	Introduction- function	4
28.	EXIMpolicy	Introduction- features, recent EXIM policies.	4

Suggested readings:

1) Text Book:

1. Acharya, S. S. and N.L. Agrawal. Agricultural marketing in India. Oxford and IBH publishing co. Ltd. 66 Janpath, New Delhi. 110 001.5thedition.

2) Reference Books:

1. Mamoria, C.B. and R.L. Joshi. Principles and practices of marketing in India. KitabMahal, 15, thorn hill road, Allahabad.
2. Panvar, J.S. Beyond consumer marketing. Response books sage publications, New Delhi

3. Rajan Nijhawan, food safety and standards act 2006, rules 2011, regulations 2011. International law Book Company, church road, kashmere gate, Delhi. 12th edition.
4. S. Subbareddy, P. Raghu ram, Agricultural economics, oxford and IBH publishing company Pvt. Ltd. 2004

3) e-books:
