

MBPC3027 AGRICULTURAL MARKETING MANAGEMENT (3-0-0)

Course Objectives:

1. Gain insights into agricultural market structures, functions, and management of farm inputs and products, including the role of infrastructural developments and policy changes.
2. Learn marketing management strategies for farm inputs and products, including pricing, distribution, promotion, and export potential, with a focus on international food markets and retail management.
3. Understand retail management principles, including merchandise management, pricing strategies, promotion mix, and brand management in food retailing, along with managing retail operations and finances.
4. Develop skills in sales management, customer relationship management, human resource management, and legal and ethical considerations in retailing.

Module –I

Meaning and scope; Agricultural market structure – meaning, components and dynamics of market structure; agricultural marketing and economic development, functions of agricultural marketing Benefits of infrastructural developments in the field of agricultural marketing; physical Infrastructure; institutional infrastructure- Public Sector Institutions (Regulatory Central/State Institutions for marketing of agricultural produce, Agencies for warehousing, Other important organizations in Agricultural Marketing Government/ Government Sponsored Autonomous Bodies), Co-operative Institutions in Agricultural Marketing Major changes in policy and marketing strategies of farm supplies; Marketing management (Product, pricing, distribution and promotion) of farm inputs- fertilizers, seeds, plant protection chemicals, electricity, water, farm machinery, animal feed and medicines etc.

Module-II

Marketing management of products from plant origin, products from animal origin and processed products; export potential of agro-based products. An overview of marketing of processed food products, marketing strategies, marketing mix, market segmentation and targeting, determinants of consumer's behavior. Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail management and Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of Indian Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer. Value Chain in Food Retailing: value chain and value additions across the chain in food retail, Principal trends in food wholesaling and retailing, Competition and pricing in food retailing, various retailing formats, the changing nature of food stores, market implications of new retail developments, food service marketing.

Module – III

Marketing Mix in Food Retail Management, Merchandise Management, Pricing Strategies used in conventional and non-conventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers & Brand Management in Retailing.

Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Logistics, procurement of Food products and Handling Transportation of Food Products. Retail Sales Management: Types of Retail Selling, Salesperson selection, Salesperson training, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.

Course Outcomes:

- CO-1: Develop enhanced expertise in agricultural marketing dynamics and management strategies, enabling effective participation and decision-making in agricultural markets.
- CO-2: Acquire proficiency in implementing marketing mix strategies for farm inputs and products
- CO-3: Master retail management principles and practices, including merchandise management

CO-4: Develop skills in sales management, customer relationship management, and human resource management, fostering strong customer relationships, efficient operations, and ethical practices in food retailing.

Books:

1. Singh, Sukhpal, 2011. Fresh food retails in India: Organisation and impacts, Allied publishers Pvt. Ltd., New Delhi
2. Mahapatra S, 2017, Food Retail Management, Kalyani Publishers, Delhi
3. Zentes, Joachim, Morschett, Dirk, Schramm-Klein, Hanna (2017). Strategic Retail Management: Text and International Cases, Springer Gabler
4. Agrawal, Narendra, Smith, Stephen A. (2015). Retail Supply chain Management: Quantitative Models and Empirical Studies, Springer; 2nd revised edition
5. Acharya, S. S. and Agarwal, N. L., 2011, Agricultural Marketing in India. 4th Ed. Oxford and IBH.
6. Kohls, R. L. and Uhj, J. N., 2005, Marketing of Agricultural Products. 9th Ed. Prentice Hall.
7. Kotler P. Keller K, Koshy A & Jha M. 2013. Marketing Management – Analysis, Planning, Implementation and Control. Pearson Edu.
8. Mohan J, Agri-Marketing Strategies in India, NIPA
9. Sharma Premjit. 2010. Agri-Marketing Management, Daya Publishing House