#### Course Title: Marketing of Biotechnology Products

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| **University** | **Benha** |
| **Faculty** | **Faculty of Agriculture** |
| **COURSE SPECIFICATIONS:** |
| Program of which the course is given | Agricultural Biotechnology Program |
| Major or Minor element of program | Agricultural Biotechnology |
| Departments offering the program | General |
| Department offering the course | Agricultural Economics |
| Academic year (level) | Level 4 /Semester 1 |
| Date of specification approval |  |

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| **A- BASIC INFORMATION**  |
| Title  | Marketing of Biotechnology Products |
| Code | EE0604 |
| Credit Hours  |  |
| Lecture | 2 Hours / week |
| Practical | 2 Hours / week  |
| Total: | 4 Hours / week  |

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| **B- PROFESSIONAL INFORMATION** |
| 1. OVERALL AIMS OF COURSE |
| * To provide students with the knowledge of supply and demand for farm products and biotechnology products.
* To define the costs, prices of products, market regulations and market channels.
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| 2. INTENDED LEARNING OUTCOMES OF COURSE (ILOs) |
| **A. Knowledge and Understanding:** |
| ***By the end of the course, students should:**** Identify the different methods and approaches to study the marketing and marketing functions and services.
* Recognize the different ways to determine the prices, as well as the different types of markets.
* Determine the marketing channels for the agricultural commodities and marketing efficiency
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| B. Intellectual Skills: |
| ***Successful completion of this course will allow students to:**** Solve the marketing problems.
* Develop the analytical thinking for the problems of agricultural marketing.
* Analyze the risks resulting from price fluctuations and the impact of the lack of economic information.
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| C. Professional and Practical Skills: |
| * Propose a marketing plan for the agricultural biotechnology products.
* Apply the methods to solve the problems of internal and external marketing of agricultural products.
* Deal with the profits and losses under the agricultural production systems and market conditions
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| D. General and Transferable Skills: |
| * Deal with producers, farmers, and consumers
* Participate in scientific conferences and symposiums and writing the reports.
* Manage the Time efficiently and Working within a team.
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| 3. CONTENTS |
| **Topic** | **No. of hours**  | **Lectures** | **Practical** |
| Introduction | 4 | 2 | 2 |
| Types of agricultural biotechnology product. | 4 | 2 | 2 |
| Analysis of the supply and demand of the products | 4 | 2 | 2 |
| Costs and prices; supply and demand of local markets. | 4 | 2 | 2 |
| Competition in markets | 4 | 2 | 2 |
| Market concentration and marketing channels of products | 4 | 2 | 2 |
| Exports of products. Grading, packaging and requirements demanded by foreign importers. | 4 | 2 | 2 |
| Periodical exam | 4 | 2 | 2 |
| Trade regulation and rules to be enforced | 4 | 2 | 2 |
| Price labeling and price policy. | 4 | 2 | 2 |
| Egypt income of foreign currency. New markets to encourage investments. | 4 | 2 | 2 |
| Periodical exam | 4 | 2 | 2 |
| Safe Food Production enforcement and product`s hygienic requirements protecting consumer`s health | 4 | 2 | 2 |
| Practical exam | 4 | 2 | 2 |
| **Total** | 56 | 28 | 28 |

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| 4. TEACHING AND LEARNING METHODS |
| 1. The main subject areas are covered in the lectures (see syllabus Plan).
2. Several student seminar sessions give the opportunity for students to bring questions or discuss any aspects of the course with the tutor.
3. Students are given a topic to research in small groups which they report as an oral presentation. Collective feedback on the strengths and weaknesses of the presentations are provided.
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| 5. STUDENT ASSESSMENT METHODS |
| ***Students will be evaluated by attendance, fulfillment and effort in exercises and presentations, and examination grades:***1) Laboratory work: to assess the ability of students to understand and perform small laboratory experiments. |

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| 6. ASSESSMENT SCHEDULE |
| No | AssessmentAssessment | **Week** |
| 1 | Periodical exam  | 4, 8, 12 |
| 2 | Practical exam | 14 |
| 3 | Oral exam | 15 |
| 4 | Final exam | 16 |

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| 7. WEIGHING OF ASSESSMENT |
| No | AssessmentAssessment | **%** |
| 1 | Periodical exam  | 15% |
| 2 | Practical exam | 15% |
| 3 | Oral exam | 10 % |
| 4 | Final exam | 60 % |
| TOTAL | 100 % |

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| 8. LIST OF REFERENCES |
| 1. **Kohls, R. L. and Uhl, J. N. 2001.** Marketing of agricultural products. 9th Ed. Printice Hall, UK.
2. **Simon, F., Kolter, P and Sharer, K. 2003.** Building global bio-brands: Taking biotechnology to market. Free press/ Simon & Schuster Inc., NY, USA.
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| 9. FACILITIES REQUIRED FOR TEACHING AND LEARNING |
| 1. Teaching aids/materials: e.g. boards – overhead projector – data-show projector – stationary.. etc.
2. Teaching room/hall.
3. Computers.
4. Facilities for site visits etc., which are necessary for teaching the course.
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| **Course Coordinators:**  | **Prof. Dr.** **Prof. Dr.**  |
| **Date: / / 2015** |