



Subject Module
 Department of Agribusiness
 Faculty of Agriculture
 University of Islam Malang

MODULE HANDBOOK

Module Title	Agricultural Product Marketing
Module Level, if available	Undergraduate Study Program of Agribusiness
Course Code	MKW60719
Headings, if available	-
Course (MK)	Agricultural Product Marketing
Semester	4
Course Coordinator	Dr. Ir. Zainul Arifin, MP.
Teaching Team	-
Language of instruction	Indonesian language/English
Linkages with the Curriculum	Study Program : Agribusiness Specialization: Agribusiness Type: Compulsory/Elective
Learning Methods and Duration	1. Lecture: 100 minutes / meeting (14 meetings) 2. Practicum: 170 minutes / meeting (8 meetings) 3. Structured assignments / individual and group assignments
Student Study Load	1. Lecture: 100 minutes / meeting (14 meetings) 2. Practicum: 170 minutes / meeting (8 meetings) 3. Structured assignments / quizzes / group presentations 4. Attendance: 75% of total attendance
Credit Weight	3 SKS atau 5,1 ECTS
Requirements for Passing the Course	<ul style="list-style-type: none"> • Attendance \geq75% • Final score of all learning evaluation components \geq50 Final score components: <ul style="list-style-type: none"> • 20% Mid-Semester Exam • 20% Final Examination • 30% Practicum • 20% Structured Tasks (individual and group) • 10% Attendance
Prerequisite Courses	Introduction to Agribusiness
Learning Outcomes	The expected learning outcomes are: <ol style="list-style-type: none"> 1. Able to respond to problems regarding entrepreneurship, agribusiness, and green food (ILO 1) 2. Able to analyze the rules and principles of agribusiness sciences, social sciences, economics, and agricultural

	<p>techniques as the basis for innovative agribusiness disciplines(ILO 2)</p> <ol style="list-style-type: none"> 3. Able to solve problems, topics, and processes related to the achievement of agribusiness according to concepts and strategies in problems solving(ILO 8) 4. Behave in accordance with the code of ethics and responsibilities of the agribusiness entrepreneur profession including marketing management, acquisition project management, human resource management, and control(ILO 10)
<p>Learning Content</p>	<p>After completing this course students are able to:</p> <ol style="list-style-type: none"> 1. Capable of explaining, comprehending, and mastering the marketing concept from an economic and managerial perspective 2. Capable of describing and mapping the agricultural marketing system (product flow to the final consumer). 3. Capable of identifying and analyzing issues within the agricultural marketing system. 4. Capable of developing novel strategies to improve the efficacy and efficiency of agricultural marketing 5. Capable of successfully and efficiently managing agribusiness marketing. <p style="text-align: center;">The topics include:</p> <ol style="list-style-type: none"> 1. Introduction 2. Marketing Concepts: Defined and Scope 3. Approaches to research or analysis 4. Marketing margins and costs of marketing 5. Market prices and agricultural product/agribusiness price behavior 6. Optimisation of interregional markets and distribution (Markets over Space) 7. Mechanisms for managing market and physical risks (hedging strategies: forward contracts, futures contracts, warehouse receipts, agricultural insurance) 8. Agribusiness Marketing Market and Institutional Structure Analysis 9. Marketing Strategy Concept The life cycle of a product and the determination of the STP 10. The concept and application of SCM as a business strategy technique for supply chain or marketing channel participants 11. Findings from empirical studies on the area of agribusiness product marketing 12. Institutions of cooperation, commodity exchanges, and supply chain alliances
<p>Test Terms and Forms</p>	<p>Examination requirements: A minimum of 75 % attendance to attend the final exam</p> <p>Forms of examination: Essay</p>

Learning Media	Projector and screen, Zoom app, Google Classroom, e-book, WA Group, Online RPS, Youtube
References	<p>Main References :</p> <ol style="list-style-type: none"> 1. F. Bailey Norwood and Jayson L. Lusk, 2008. Agricultural Marketing And Price Analysis Pearson Education, Inc., Upper Saddle River, New Jersey 07458 2. Armand Sudiyono, 2008. Agricultural Marketing. UMM Press. Malang 3. Ratna W.Asmarantaka, 2012. Agribusiness Marketing. Departemen Agribisnis, FEM-IPB. <p>Supporting References :</p> <ol style="list-style-type: none"> 1. Dale C. Dahl and Jerome W. Hammond , 1977. Market and Price Analysis. The Agricultural Industries. McGraw-Hill, Inc. 2. Richard L. 3. Kohls and Joseph N. Uhl, 1979. Marketing of Agricultural Products. Ninth Edition. Prentice Hall, 2002. 3. Wayne D. Purcell, 1979. Agricultural Marketing: Systems, Coordination, Cash and Futures Prices. Reston Publishing Company,Inc. By 4. Richardus Eko Indrajid dan R. Djokopranoto , 2002. Konsep Manajemen Supply Chain. Grasindo Press, Jakarta. 5. Collins and Dunne (CD) 2002, 'Forming and Managing Supply Chain in Agribusiness: Learning from others', Department of Agriculture, Forestry and Fisheries, Canberra.