

Livestock and livestock products and by-products marketing

_____ University							
College of _____							
Program: Animal Science							
Course Guide book/syllabus							
Course Titles	Livestock and livestock products and by-products marketing						
Course code	AnSc 4152						
Course ECTS	3						
Course Information	Target Group: Academic Year: ____ E.C (____) Semester: II Meeting Day ----- Meeting Time: ----- Meeting Location/Room :-----						
Module Name	Farm Animals Business Management and Extension						
Module No.	15						
Module Coordinator	Name:- _____ Phone No: _____ E-mail: _____ Office : Block-_, Room-_						
Instructor (s) Name and Contact Information	Name: _____ Office : Block-_, Room-_ Phone : _____ Email : _____ Office hour: _____						
ECTS	3						
Student's Work Load	Lecture	Home Study	tutorial	Presentation	Group work	Total	
	16	33	8	8	16	81	
Course Description	This course starts to deals with the basic and core concepts of general marketing principles and extend to discuss the specifically concept of livestock and livestock product marketing in Ethiopian context. Among several livestock and livestock marketing activities such livestock and livestock product buying and selling, storage, processing and transportation, standardization, the need for						

	marketing intelligence, financing and risk bearing are also the major concerns of the course. Moreover, livestock product marketing environment such as both micro and macro level aspects will be discussed and then followed by discussion on livestock and livestock product marketing channels, chain costs and margin. Last but not least, the livestock and livestock product price decision techniques and processes will be covered in this course.		
Learning Outcome	At the end of this course, students will be able to; <ul style="list-style-type: none">☞ Explain concept of marketing and livestock product marketing☞ discuss the significance of livestock and livestock product marketing☞ Describe the existing livestock and livestock marketing structure in Ethiopia☞ identify and explain the opportunities and bottleneck in marketing of livestock product☞ identify several livestock and livestock marketing tasks or activities☞ the livestock and livestock product marketing environment☞ estimate livestock and livestock product marketing cost and margin☞ elucidate livestock and livestock product price decisions aspects		
Pre-requisites	None		
Course Status	Supportive		
Week	Date of contact	Topics/sub topics	Reference book
4		1. Fundamental concepts and background of livestock & livestock product Marketing <ul style="list-style-type: none">• Concepts of marketing<ul style="list-style-type: none">➤ Definition and concepts marketing➤ The core concept of marketing• The importance of marketing<ul style="list-style-type: none">➤ Livestock and livestock marketing➤ Livestock marketing(goat, sheep, cattle, etc)	Douglass G. N., 1983. Introduction to Agricultural Marketing

		<p>► Livestock products marketing(milk, meat, egg, butter, etc)</p> <ul style="list-style-type: none"> • Structure of Livestock & livestock product marketing in Ethiopia • Livestock marketing: Constraints and needs 	
W5		<p>Livestock & livestock product marketing functions(activities/Tasks)</p> <ul style="list-style-type: none"> • Exchange function(Buying and selling) • Physical function(processing, storage and transportation) <ul style="list-style-type: none"> • Facilitating function(standardizing/grading, financing market information, risk bearing) <p>The livestock and livestock product marketing environment</p> <ul style="list-style-type: none"> • Environmental monitoring • External macro environment <ul style="list-style-type: none"> ○ Demographic environment ○ Economic environment ○ Competitive environment ○ Technological environment ○ Social and cultural environment • 	
W6		<ul style="list-style-type: none"> • External micro environment <ul style="list-style-type: none"> ○ The market ○ The market intermediaries ○ Marketing information <p>Livestock and livestock products marketing chain, costs and margin</p> <ul style="list-style-type: none"> • Concept of livestock product value chain and its importance for small scale farmers • Livestock product distribution channel • Estimating marketing cost and margin <p>livestock and livestock product price decision</p> <ul style="list-style-type: none"> • Significance and objectives of Pricing • Determinates of livestock product pricing • Livestock product Pricing tools • Pricing strategies 	

		Final Exam week	
Mode of delivery/Teaching and learning methods: The course will be offered through lecture method, group discussion, Buzz group, discussion, brainstorming and participatory teaching and learning approaches as well as reading assignments and short note provision			
Assessment Methods Continuous Assessment (>=50%) & Final Exam. (<=50%)	Assessment types	Topics	Schedule
	Sudden quiz		
	Scheduled test		
	Presentation		
	Assignment		
	Final exam		
	Total		
Course Polices	Preparedness: Should have to take principle of animal nutrition and pass		
	Participation: Active class participation is mandatory which should be included in the final mark load for evaluation.		
	Class attendance: Missing 20% of total lecture hours will not admit student to set for final exam.		
	Plagiarism: Copying project and group work from other group project or work will lead to penalty.		
	Grading System:		
		[90-100]	A+
		[85-90)	A
		[80-85)	A-
		[75-80)	B+
		[70-75)	B
		[65-70)	B-
		[60-65)	C+

	<div>[50-60) C</div> <div>[45-50) C-</div> <div>[40-45) D</div> <div>[30-40) Fx</div> <div>[<30) F</div>
References	Douglass G. N., 1983. Introduction to Agricultural Marketing
Approval section	<div> <div>Prepared by instructor head</div> <div>Approved by department</div> <div> <div>Name_____</div> <div>Name_____</div> <div>Signature_____</div> <div>Signature_____</div> <div>Date_____</div> <div>Date:_____</div> </div> </div>