



# SULTAN QABOOS UNIVERSITY

## COURSE OUTLINE

**PROGRAM: Bachelor of Science in NRE**

<b>1. Course Code</b>	NREC3101	
<b>2. Course Title</b>	Marketing of Agricultural and Fisheries Products	
<b>3. Credits</b>	3 CH , 12 CP, 6 ECTS	
<b>4. Pre-requisite Course(s)</b>	CR	
<b>5. Co-requisite Course(s)</b>	Nil	
<b>6. Equivalent Course(s)</b>		
<b>7. Incompatible Course(s)</b>		
<b>8. Course Category</b>	<input type="checkbox"/> University Requirement	<input type="checkbox"/> University Elective
	<input type="checkbox"/> College Requirement	<input type="checkbox"/> College Elective
	<input checked="" type="checkbox"/> Department Requirement	<input type="checkbox"/> Department Elective
	<input type="checkbox"/> Specialization Requirement	<input type="checkbox"/> Specialization Elective
	<input type="checkbox"/> Other (specify):	
<b>9. Course Owner</b>	College:	Department: NRE
<b>10. Course Type</b>	<input checked="" type="checkbox"/> Lecture	<input type="checkbox"/> Lecture/Lab
	<input type="checkbox"/> Lecture/Seminar	<input type="checkbox"/> Lecture/Studio
	<input type="checkbox"/> Lecture/Tutorial	<input type="checkbox"/> Lecture/Lab/Tutorial or Seminar
	<input type="checkbox"/> Tutorial	<input type="checkbox"/> Laboratory (Practical)
	<input type="checkbox"/> Field or Work Placement	<input type="checkbox"/> Studio
	<input type="checkbox"/> Seminar	<input type="checkbox"/> Internship
	<input type="checkbox"/> Workshop	<input type="checkbox"/> Project
<b>11. Language of Instruction</b>	English	
<b>12. Course Description</b>		
General introductory course covering operations involved in movement of agricultural and fishery commodities from farmer to consumer and the forces that influence the market in which farms and agribusiness firms operate. The course integrates the managerial approaches to marketing into conventional approaches. Different sets of marketing options and alternatives available to managers of farms and agribusiness firms are evaluated. Emphasis is placed on market structure, conduct and performance, price formation, as well as domestic and international marketing channels and functions.		
<b>13. Teaching/Learning Strategies</b>		
To achieve learning strategies, various tools and methods are adopted. These include field visits, inviting guest lecturers, using plagiarism instruments, using visual materials (videos), assigning students to summarize topics from news websites.		
<b>14. Assessment Components and Weight [%]</b>		
<input checked="" type="checkbox"/> Quizzes 7.5%	<input checked="" type="checkbox"/> Test 15%	<input checked="" type="checkbox"/> Other (specify): 5% Participation in Class Discussion and Attendance
<input checked="" type="checkbox"/> Homework assignments 7.5%	<input type="checkbox"/> Project	
<input checked="" type="checkbox"/> In-term examination(s) 25%	<input checked="" type="checkbox"/> Final examination 40%	
<b>15. Grading Method</b>		

☒ A-F Scale ☐ Pass/Not passed

#### 16. Textbook(s) and Supplemental Material

Kurtz, Dave: Contemporary Marketing 15<sup>th</sup> Ed.

Supplementary material mostly from general websites such as FAO, World Bank and other international organizations will be used.

#### 17. Matching Course Objectives with Program Outcomes and SQU Graduate Attributes

##### SQU Graduate Attributes

<b>A. SQU graduates should be able to:</b> <ol style="list-style-type: none"> <li>1. apply the knowledge and skills relevant to the specialization</li> <li>2. communicate effectively and use information and communication technologies</li> <li>3. critically analyze complex information and present it in simple clear manner</li> </ol>	<b>B. SQU graduates possess</b> <ol style="list-style-type: none"> <li>1. interpersonal communication skills and alignment with culture of international labour market to assist them in practical life and in living successfully</li> <li>2. skills and motivation for independent learning and engagement in lifelong learning and research</li> <li>3. work ethics and positive values, and intellectual independence and autonomy</li> <li>4. teamwork skills and display potential leadership qualities</li> </ol>	<b>C. SQU graduates should</b> <p>relish good citizenship qualities, be conscious of their national identity and be socially responsible, engage in community affairs and be mindful of contemporary issues.</p>
---	--	--

#	Intended Student Learning Outcome /Course Learning Objective	Relevant Program Outcome(s)	Applicable Attribute(s)
1.	To assist student in understanding: How the general marketing principles can be applied to food marketing system	Ability to apply the general marketing principles to the marketing of food products	Knowledge
2.	To assist student in understanding: The functions performed by the marketing system	Ability to understand the marketing issues that are particular to the food markets	Knowledge
3.	To assist student in understanding: The functions performed by the marketing system	Ability to understand how the food marketing system can be looked at as a value adding chain process.	Knowledge
4.	To assist student in understanding: How the system affects producers, consumers and the various agents involved in the system	Appreciate the importance of considering the consumer's perspective in the making of marketing mix decisions	Knowledge
5.	To assist student in understanding: The role of consumers choices in shaping the food marketing system	Develop skills useful in finding and analyzing information needed to make domestic and global management and marketing decisions	Knowledge & Skills
6.	To assist student in understanding: The effects of the government public policy on the food marketing system		Knowledge
7.	To assist student in understanding: The dynamics of the food marketing system and how it responded to technological, social and economic forces over time.		Knowledge & Skills
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			

16.			
17.			
18.			
19.			

20.			
-----	--	--	--

#### **16. Student Responsibilities**

It is the student's responsibility to know and comply with all University Academic Regulations relevant to participation in this course. These regulations specifically include attendance requirement and students' academic code of conduct.

For attendance, it is the student's responsibility to be punctual and to attend all classes.

Students are expected to perform their work with honesty and avoid any academic misconduct, which is defined as the use of any dishonest or deceitful means to gain some academic advantage or benefit. This can take many forms, including but not limited to, the following: copying, plagiarism, collusion and forging documents. For full details, please refer to the Undergraduate Academic Regulations and to the Student Academic Misconduct Policy.

Additionally, this course requires that you:

COURSE INFORMATION			
<b>Course Code</b>	NREC3104	<b>Course Title</b>	Intermediate Microeconomics for Natural Resource Management
<b>Semester/ Year</b>	Spring 2019	<b>Section(s)</b>	10
<b>Day, Time, and Place</b>	Tuesday 10:00-11:20 Thursday 8:00-9:20 Room A02		
<b>Course Coordinator</b>	Shekar Bose		
<b>Office Location</b>	CAMS	<b>Office Hours</b>	Tuesday 11:30 -12:30, Thursday 9:30- 10:30 or by appointment
<b>Office Tel. Ext.</b>	3680	<b>Email</b>	Sbose@squ.edu.om

Tentative Schedule			
Week	Lecture #	Topic/Material to be covered	Assessment
1	1,2	Introduction and review of basic concepts	
2	3,4	Description of the national economy and the public sector	
3	5,6	Review of the national income and product accounts	
4	7,8	Introduction to income determination	10%
5	9,10	Introduction to income determination	
6	11,12	Demand-side equilibrium: income & interest rate	
7	13,14	Supply-side equilibrium: output and price level	
8	15,16	Labour market: demand, supply and equilibrium	20%
9	17,18	Fiscal policies and their influences	
10	19,20	Monetary policies and their influences	
11	21,22	Introduction to money demand and investment	
12	23,24	Consumption and income	15%
13	25,26	Macroeconomic equilibrium: labour market, product market and capital market	
14	27,28	Exchange rates, Aggregate demand, and Aggregate supply	
15	29,30	Revision	
16		Final Exam	50%
17			5% Participation in Class Discussion

## APPENDIX A: INSTRUCTORS OF MULTIPLE SECTIONS

[illegible]

**APPENDIX B: ADDITIONAL INFORMATION**

Assessment item*	Type	Weighting	Date
Assignment 1	Class Test	10%	February 26
Mid-term Exam	Exam	20%	March 26 (May Change)
Assignment 2	Class Test	15%	April 30
Active Participation	Class Discussion	5%	Continuous
Final Exam	Exam	50%	TBA