



Basic data of the subject	
University:	University “Ukshin Hoti” Prizren
Academic Unit:	Faculty of Life and Environmental Sciences
Program:	Agribusinesses
Course title:	Marketing of Agricultural Products
Level:	Bachelor
Course status:	Obligatory (O)
Study year:	II
Number of hours per week:	2+2
Credit value – ECTS:	6
Time / location:	To be announced
Lecturer:	Prof. asoc. dr. Isuf Lushi
Contact details:	Email: Isuf.lushi@uni-prizren.com ; cel: +38349 / 547 171
Course description	This course provides a broad introduction to agricultural and food products in Kosovo. Production of food and agricultural products constitute a very important component for consumers including laws, regulations, decisions, actions and other institutions that affect agricultural production and food distribution and their consumption. The course will take into account not only students concerns related to the economic interests of farmers, but also for the consumer including food, sustainable agriculture, ecological environment and food safety.
Course objectives:	The student will have knowledge of agricultural marketing functions, benefits, bonus, market structures and institutions of agro-products marketing. It will contribute in the decision making marketing alternatives to farmers and intermediaries. To give knowledge necessary for market structures, the position of farmers on production and market prices, and processors: the market power of firms in relation to the sale and purchase agreements. At the end of study, the student will be able to: develop a view of the economy in general application to agricultural marketing issues, monitor and analyzes critically current events and their potential impact on agricultural marketing.
Learning outcomes:	Upon completion of the classes, the student will be able to: • Critically analyze the current actions and their potential impact on agricultural marketing. • Expand knowledge on agriculture and food marketing in Kosovo and beyond. • Develop critical thinking skills, assess and act in regard to the marketing of agricultural products. • Analyze the causes and possible solutions for the marketing of agricultural products. • Expand personal knowledge on the linkages between agricultural and food marketing.



	• Gain general knowledge of the connection between: production, food industry, and conservation of natural resources and marketing in general. • Integrate theories of trade between manufacturing economy to assess current issues and the future of agricultural marketing. • Make decisions that bring positive business result in commercial production environments.		
Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Exercise theoretical/laboratory	2	13	26
Practice work	5	2	10
Contact with lecturer/consultations	1	15	15
Field exercises	4	1	4
Mid-terms, seminars	1	10	10
Homework	1	15	15
Individual time spent studying (at the library or home)	1	15	15
Final preparation for the exam	1	15	15
Time spent in evaluation (tests, quiz, final exam)	2	2	4
Projects, presentations, etc.	3	2	6
Total			150(6 ECTS)
Teaching methods:	Lectures, Seminars, Mid-term exam and Final exam.		
Metodat e vlerësimit:	• Mid-term exam: 20%, • Semestral project: 10%, • Attendance: 10%, • Final exam: 60%, • Total examination result: 100%		
Basic Literature:	• Kolnikaj, P. Verquni, A. Male, B. “Marketingu i produkteve bujqësore”, 2010, Tiranë. • Kotler, Ph. & Amstrong,G. (2013).”Principles of marketing”. 13th edition.Jersey, 2002. • Pllana, M. (2017) Marketingu në Agrobiznes. Prishtinë		



Additional Literature:	• Kotler, P. & Amstrong, G. (2013). Parimet e Marketingut. Tiranë. • Ceku,B. Abazi,A. Loca,S. (2010). Bazat e Marketingut, Tiranë. • R.L.Kohls, Joseph N.UHL.”Marketing of agricultural products”,Perdue University New Jersey, 2002.. • Fred Emerson Clark ”Principles of Marketing”-Marketing Principle in Agriculture. • Hudson D. Agricultural markets and proces, Blackwell Publishing,2007. • Loca, S. (2012). Sjellja Konsumatore. Tiranë.	
Designed study plan		
Week	Lectures	Exercises
First week:	Introduction to Agricultural and Food Marketing. Marketing role and importance.	Introduction to Agricultural and Food Marketing. Marketing role and importance.
Second week:	Analysis of markets and food agriculture products.	Analysis of markets and food agriculture products.
Third week:	Agricultural production and marketing of agricultural products and food.	Agricultural production and marketing of agricultural products and food.
Fourth week:	Consumption of food and marketing	Consumption of food and marketing
Fifth week:	Processing industry and food processing..	Processing industry and food processing..
Sixth week:	Wholesale and retail sale of food and agricultural food products.	Wholesale and retail sale of food and agricultural food products.
Seventh week:	International food trade. Price analysis and function of exchange	International food trade. Price analysis and function of exchange
Eighth week:	Mid-term exam	Mid-term exam
Ninth week:	Competition in food markets. Farm product prices and food prices.	Competition in food markets. Farm product prices and food prices.
Tenth week:	The costs of food marketing. Organizing variable in food markets	The costs of food marketing. Organizing variable in food markets
Eleventh week:	Cooperatives in food industries. Market development and expansion of demand	Cooperatives in food industries. Market development and expansion of demand



Twelfth week:	Market power and the power to deal. Market information	Market power and the power to deal. Market information.
Thirteenth week:	Standardization and ranking. Transportation.	Standardization and ranking. Transportation.
Fourteenth week:	Storage. Risk management and trade in time.	Storage. Risk management and trade in time.
Fifteenth week:	Consultation and preparation for the exam..	Consultation and preparation for the exam..
Academic policies and rules of conduct:		
▪ Students should be aware of and respect the institution and Code of ethics. ▪ Students should respect the schedule of lectures, and exercises and be attentive. ▪ It is mandatory to possess and presents a student ID card in the mid-terms and exam, ▪ During the compilation of course projects, students must adhere to the instructions given by the professor. ▪ During the exam is forbidden the use of mobile phones.		

