

VAC084	AGRICULTURAL SALES AND MARKETING
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Agricultural Sales and Marketing is designed to provide students with a comprehensive understanding of sales and marketing strategies specific to the agriculture industry. Students will explore the unique challenges and opportunities in agricultural sales and marketing, including market research, product promotion, distribution, and customer relationship management. The course aims to equip individuals with the knowledge and skills needed to succeed in the competitive world of agricultural sales and marketing.

Course Objectives

The course will enable the students to:

- Understand the fundamental principles of agricultural sales and marketing.
- Explore market research and analysis in the agriculture sector.
- Learn effective product promotion and branding techniques.
- Develop skills for agricultural distribution and supply chain management.
- Gain proficiency in customer relationship management in agriculture.

Course Outcomes

On the completion of the course students will be able to:

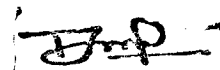
CO1: Explain the core principles of agricultural sales and marketing.

CO2: Conduct market research and analysis in the agriculture sector.

CO3: Implement effective product promotion and branding strategies.

CO4: Manage agricultural distribution and supply chain operations.

Course Content



Module 1: Introduction to Agricultural Sales and Marketing

3 hours

- The Significance of Agricultural Sales and Marketing
- Ethical Considerations in Agriculture
- Challenges and Opportunities in Agricultural Marketing
- Real-world Success Stories in Agricultural Sales and Marketing

Module 2: Market Research and Analysis

4 hours

- Market Research Methodologies in Agriculture
- Data Collection and Analysis
- Identifying Market Trends and Opportunities
- Competitive Analysis and SWOT Assessment

Module 3: Product Promotion and Branding

5 hours

- Developing an Agricultural Brand
- Promotional Strategies in Agriculture
- Digital Marketing and Online Presence
- Content Creation and Storytelling

Module 4: Distribution and Supply Chain Management

5 hours

- Agricultural Supply Chain Overview
- Distribution Models in Agriculture
- Logistics and Inventory Management
- Quality Assurance and Traceability

Module 5: Customer Relationship Management (CRM) in Agriculture

5 hours

- CRM in the Agriculture Industry
- Building and Managing Customer Relationships
- Customer Engagement and Satisfaction
- Handling Customer Feedback and Complaints

Module 6: Responsible and Ethical Agricultural Marketing

5 hours

- Ethical Considerations in Agricultural Marketing
- Sustainability and Environmental Responsibility
- Fair Trade and Ethical Sourcing
- Compliance with Agricultural Regulations

Practicum

The course includes a practicum where students will conduct market research and analysis, develop and implement a marketing campaign, engage in distribution and supply chain simulations, and practice customer relationship management in an agricultural context.

Textbooks

Gough, R. (2019). Agricultural Marketing and Consumer Behavior in a Changing World. Springer.

Reference Books

Hersey, P., Blanchard, K. H., & Johnson, D. E. (2019). Management of Organizational Behavior: Leading Human Resources. Pearson.

Kotler, P., & Armstrong, G. (2016). Principles of Marketing. Pearson.

Kotler, P., Roberto, N., & Lee, N. (2020). Social Marketing: Influencing Behaviors for Good. Sage Publications.

Mitchell, A., Darnhofer, I., & Wilson, G. A. (Eds.). (2017). Agri-Food and Rural Development: Sustainable Place-Making. Routledge.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50



K.R. MANGALAM UNIVERSITY
E D U C A T I O N F O R L I F E
(Recognized by UGC and a member of AIU)

Ref.No.: KRMU/Admin./Notice/2021-22/ 2441(A)

Dated: 06th August, 2021

NOTICE

This is to put for information that School of Agriculture Sciences is offering Value-Added Course (VAC) for all interested students during Odd Semester as per the following specifications.

Course Code	Course Title	Coordinating Department / School	Duration
VAC074	Organic Farming	SOAS	30 Hrs.
VAC084	Agricultural Sales and Marketing	SOAS	30 Hrs.

Maximum 100 seats are available for the course.

Course Start Date: 08 September 2021

Course End Date: 29 September 2021

All interested students are required to confirm their registration with the Dean-School of Agriculture Sciences at the latest by **24th August, 2021.**



Registrar

Registrar

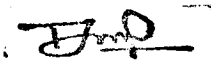
Copy to:

K R Mangalam University

Sohna Road, Gurugram (Haryana)

- Vice Chancellor
- Dean (Academics Affairs)
- Controller of Examinations
- All Deans/ School Coordinators
- All Faculty Members/ Mentors
- Notice Board
- Office Copy

For kind information



Registrar

K.R. Mangalam University

Sohna Road, Gurugram (Haryana)



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC084

COURSE TITLE: AGRICULTURAL SALES AND MARKETING

ROLL NO	NAME	PROGRAMME	SEMESTER	8-Sep-21	10-Sep-21	17-Sep-21	22-Sep-21	29-Sep-21	3-Oct-21	5-Oct-21
2113820021	WASEEM	B.Sc. (H) Agriculture	Semester I	A	P	P	P	P	P	P
2113820018	Mohd. Saif	B.Sc. (H) Agriculture	Semester I	P	A	P	P	P	P	P
2113820015	ANUSHKA RAWAT	B.Sc. (H) Agriculture	Semester I	P	A	P	P	P	P	P
2113820013	JAHA NAVI YADAV	B.Sc. (H) Agriculture	Semester I	P	P	P	P	P	P	P
2113820012	BIJENDER KUMAR	B.Sc. (H) Agriculture	Semester I	P	P	P	P	A	P	P
2113820008	SONAL GOYAL	B.Sc. (H) Agriculture	Semester I	A	A	P	P	P	P	P
2113820003	ABDUL QADIR	B.Sc. (H) Agriculture	Semester I	A	P	P	P	P	P	A

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

DEAN
School of Agriculture Sciences (SOAS)
K.R. Mangalam University
Sohna road, Gurugram
Haryana 122103

Sarab
COURSE INCHARGE 30-12-21



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC084

COURSE TITLE: AGRICULTURAL SALES AND MARKETING

ROLL NO	NAME	10-Oct-21	12-Oct-21	17-Oct-21	19-Oct-21	24-Oct-21	26-Oct-21	1-Nov-21	3-Nov-21	5-Nov-21	10-Nov-21
2113820021	WASEEM	P	A	P	P	P	A	P	P	P	P
2113820018	Mohd. Saif	P	P	P	P	P	P	P	P	A	P
2113820015	ANUSHKA RAWAT	P	P	P	P	P	P	P	P	P	P
2113820013	JAHNAVI YADAV	P	P	P	P	P	P	P	P	P	P
2113820012	BIJENDER KUMAR	P	P	P	P	P	P	P	P	P	P
2113820008	SONAL GOYAL	P	P	P	P	P	P	P	P	P	P
2113820003	ABDUL QADIR	A	P	A	P	P	P	P	P	P	P

Soumitra
COURSE INCHARGE

Jul
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Jan
DEAN
School of Agriculture Sciences (SOAS)
K.R. Mangalam University
Sohna road, Gurugram
Haryana 122103



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC084

COURSE TITLE: AGRICULTURAL SALES AND MARKETING

ROLL NO	NAME	12-Nov-21	17-Nov-21	21-Nov-21	24-Nov-21	26-Nov-21	1-Dec-21	3-Dec-21	8-Dec-21	10-Dec-21
2113820021	WASEEM	P	P	A	A	P	P	P	A	P
2113820018	Mohd. Saif	P	P	P	P	A	P	P	A	A
2113820015	ANUSHKA RAWAT	A	P	P	P	P	P	P	A	A
2113820013	JAHNAVI YADAV	P	P	P	P	P	P	P	P	P
2113820012	BIJENDER KUMAR	P	P	P	P	P	P	A	P	A
2113820008	SONAL GOYAL	A	P	P	P	P	P	P	A	P
2113820003	ABDUL QADIR	P	A	P	P	P	P	P	P	P

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

DEAN
School of Agriculture Sciences (SOAS)
K.R. Mangalam University
Sohna road, Gurugram
Haryana 122103

Sonab
COURSE INCHARGE 20-12-21



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC084

COURSE TITLE: AGRICULTURAL SALES AND MARKETING

ROLL NO	NAME	15-Dec-21	17-Dec-21	22-Dec-21	24-Dec-21	29-Dec-21	Total	Present	Percentage
2113820021	WASEEM	P	P	A	P	P	31	24	77.42
2113820018	Mohd. Saif	P	P	A	A	P	31	24	77.42
2113820015	ANUSHKA RAWAT	P	A	P	A	P	31	25	80.65
2113820013	JAHNAVI YADAV	A	A	A	A	A	31	26	83.87
2113820012	BIJENDER KUMAR	P	P	P	A	A	31	26	83.87
2113820008	SONAL GOYAL	A	A	P	P	A	31	24	77.42
2113820003	ABDUL QADIR	P	A	P	P	A	31	24	77.42

Sourabh
COURSE INCHARGE 30-12-21

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

DEAN
School of Agriculture Sciences (SOAS)
K.R. Mangalam University
DEAN
Sohna road, Gurugram
Haryana 122103



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

VALUE ADDED COURSE(VAC)

ACADEMIC YEAR 2021-22

COURSE CODE: VAC084

COURSE TITLE: AGRICULTURAL SALES AND MARKETING

COURSE OFFERED BY: SCHOOL OF AGRICULTURAL SCIENCES (SOAS)

LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAMME	SEMESTER	COURSE CODE	COURSE TITLE	SCHOOL
1	2022-23	2113820021	WASEEM	B.Sc. (H) Agriculture	Semester I	VAC084	AGRICULTURAL SALES AND MARKETING	SCHOOL OF AGRICULTURAL SCIENCES (SOAS)
2	2022-23	2113820018	Mohd. Saif	B.Sc. (H) Agriculture	Semester I	VAC084	AGRICULTURAL SALES AND MARKETING	SCHOOL OF AGRICULTURAL SCIENCES (SOAS)
3	2022-23	2113820015	ANUSHKA RAWAT	B.Sc. (H) Agriculture	Semester I	VAC084	AGRICULTURAL SALES AND MARKETING	SCHOOL OF AGRICULTURAL SCIENCES (SOAS)
4	2022-23	2113820013	JAHNAVI YADAV	B.Sc. (H) Agriculture	Semester I	VAC084	AGRICULTURAL SALES AND MARKETING	SCHOOL OF AGRICULTURAL SCIENCES (SOAS)
5	2022-23	2113820012	BIJENDER KUMAR	B.Sc. (H) Agriculture	Semester I	VAC084	AGRICULTURAL SALES AND MARKETING	SCHOOL OF AGRICULTURAL SCIENCES (SOAS)
6	2022-23	2113820008	SONAL GOYAL	B.Sc. (H) Agriculture	Semester I	VAC084	AGRICULTURAL SALES AND MARKETING	SCHOOL OF AGRICULTURAL SCIENCES (SOAS)
7	2022-23	2113820003	ABDUL QADIR	B.Sc. (H) Agriculture	Semester I	VAC084	AGRICULTURAL SALES AND MARKETING	SCHOOL OF AGRICULTURAL SCIENCES (SOAS)

Registrar

K P Mangalam University
Gurugram (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **WASEEM**, University Enrolment No **2113820021** of **B.Sc. (H) Agriculture** programme has successfully qualified **VALUE ADDED COURSE VAC084** (**Agricultural Sales and Marketing**) during Academic Session **2021-22** (**Odd Semester**).

Date: 21.02.2022

h. mahajan

Controller of Examination

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **Mohd. Saif**, University Enrolment No **2113820018** of **B.Sc. (H) Agriculture** programme has successfully qualified **VALUE ADDED COURSE VAC084** (Agricultural Sales and Marketing) during Academic Session 2021-22 (Odd Semester).

Date: 21.02.2022

h. rahajan

Controller of Examination

J. P.

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **ANUSHKA RAWAT**, University Enrolment No **2113820015** of **B.Sc. (H) Agriculture** programme has successfully qualified **VALUE ADDED COURSE VAC084 (Agricultural Sales and Marketing)** during Academic Session **2021-22 (Odd Semester)**.

Date: 21.02.2022

h. rajan

Controller of Examination

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **JAHNAVI YADAV**, University Enrolment No **2113820013** of **B.Sc. (H) Agriculture** programme has successfully qualified **VALUE ADDED COURSE VAC084 (Agricultural Sales and Marketing)** during Academic Session **2021-22 (Odd Semester)**.

Date: 21.02.2022

hachajan

Controller of Examination

Jmf

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **BIJENDER KUMAR**, University Enrolment No **2113820012** of **B.Sc. (H) Agriculture** programme has successfully qualified **VALUE ADDED COURSE VAC084 (Agricultural Sales and Marketing)** during Academic Session **2021-22 (Odd Semester)**.

Date: 21.02.2022

hahajan

Controller of Examination

Jed

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **SONAL GOYAL**, University Enrolment No **2113820008** of **B.Sc. (H) Agriculture** programme has successfully qualified **VALUE ADDED COURSE VAC084** (**Agricultural Sales and Marketing**) during Academic Session **2021-22** (Odd Semester).

Date: 21.02.2022

hrajjan

Controller of Examination

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **ABDUL QADIR**, University Enrolment No **2113820003** of **B.Sc. (H) Agriculture** programme has successfully qualified **VALUE ADDED COURSE VAC084** (Agricultural Sales and Marketing) during Academic Session **2021-22** (Odd Semester).

Date: 21.02.2022

hahajan

Controller of Examination

Jef

Registrar

K.R. Mangalam University
Sohna Road, Gurgaon, (Haryana)