

# **MKT324 - Food and Agricultural Marketing (2 Units)**

**Department of Business Management**

**Covenant University**

# **1. MKT324**

## 1.1. MKT324 - Food and Agricultural Marketing (2 Units)

The objective of this course is to sensitize the student to the crucial role of agriculture in developing economies like Nigeria. The student will be expected to recognize the importance of storage and promotion in the marketing of agricultural products. The nature, scope, types, problems and control of agricultural marketing will be highlighted. Also, the importance and problems of standardization and grading in agricultural marketing will be treated. Other topics of interest include the role of government in agricultural marketing, international market of agricultural products etc.