



REPUBLIC OF KENYA

COMPETENCY- BASED MODULAR CURRICULUM

FOR

AGRIPRENEURSHIP

**KNQF LEVEL 6
(CYCLE 3)**

ISCED PROGRAMME CODE: 0811 554A



**TVET CDACC
P.O. BOX 15745-00100 NAIROBI**

AGRICULTURAL PRODUCTS AND SERVICES MARKETING

ISCED UNIT CODE: 0811 354 08A

TVETCDACC UNIT CODE: AG/CU/PN/CR/03/4/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Market agri-enterprise products and services

Duration of Unit: 40 hours

Unit Description

This unit specifies the competencies required to market agricultural products and services. It involves preparing for marketing of agri-enterprise products and services, executing marketing of agri-enterprise products and services, establishing customer feedback mechanism, completing marketing of agri-enterprise products and services.

Summary of learning outcomes

By the end of this unit of learning, the trainee should be able to:

S/No	Learning Outcomes	Duration (Hours)
1.	Prepare to market agri-enterprise products/services	20
2.	Market agri-enterprise products/ services	20
3.	Establish and respond to customer feedback	10
Total		50

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare for marketing of agri-enterprise products and services	<p>1.1 Types of various agricultural products e.g. commodities, value added products</p> <p>1.2 Types of agricultural Services e.g. Artificial insemination services transportation</p> <p>1.3 Types of feasibility studies</p> <ul style="list-style-type: none"> • Market survey • Quick scan • Appraisal • Interviews <p>1.4 Basic economic principles in Agripreneurship</p> <ul style="list-style-type: none"> • Nature of products • Seasonality • Demand and supply • Business competitors • Pricing • Legal and regulatory framework Agricultural Act, County government by-laws, Environment Management and coordination Act. 	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports
2. Market Agri-enterprise products and services	<p>2.1 Developing a product brand</p> <p>2.2 Packaging/ packing and labelling</p> <p>2.3 Product launch</p> <p>2.4 Distribution channels</p> <p>2.5 Promotion and advertisements</p> <p>2.6 Financial records</p> <p>2.7 Basic marketing strategy development</p> <p>2.8 Product penetration</p>	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports

3. Establish and respond to customer feedback	3.1 Customer satisfaction surveys <ul style="list-style-type: none"> • Data collection • Data analysis 3.2 Product improvement and innovation	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports
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Suggested Methods of instruction

- Demonstration by trainer
- Field trips
- Discussions
- Direct instruction
- Role play
- Guided questions
- **Recommended Resources for 25 Trainees**

Category/Item	Quantity	Recommended ratio (item: Trainee)
Desktop computers/laptops	25	1:1
Internet connection		
Projector	1	1:25
Printer	1	1:25