



**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:

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

## **Learning Outcomes, Content and Suggested Assessment Methods**

| <b>Learning Outcome</b>  | <b>Content</b>   | <b>Suggested Assessment Methods</b>  |
|--|--|--|
| <p>1. Prepare for marketing of agri-enterprise products and services</p> | <p>1.1 Types of various agricultural products<br/>e.g. commodities, value added products</p> <p>1.2 Types of agricultural Services<br/>e.g. Artificial insemination services transportation</p> <p>1.3 Types of feasibility studies</p> <ul style="list-style-type: none"> <li>• Market survey</li> <li>• Quick scan</li> <li>• Appraisal</li> <li>• Interviews</li> </ul> <p>1.4 Basic economic principles in Agripreneurship</p> <ul style="list-style-type: none"> <li>• Nature of products</li> <li>• Seasonality</li> <li>• Demand and supply</li> <li>• Business competitors</li> <li>• Pricing</li> <li>• Legal and regulatory framework Agricultural Act, County government by-laws, Environment Management and coordination Act.</li> </ul> | <ul style="list-style-type: none"> <li>• Written tests</li> <li>• Oral questions</li> <li>• Third party reports</li> </ul> |
| <p>2. Market Agri-enterprise products and services</p>                   | <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"> <li>• Written tests</li> <li>• Oral questions</li> <li>• Third party reports</li> </ul> |

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

### **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<br>(item: Trainee) |
|---------------------------|----------|--------------------------------------|
| Desktop computers/laptops | 25       | 1:1                                  |
| Internet connection       |          |                                      |
| Projector                 | 1        | 1:25                                 |
| Printer                   | 1        | 1:25                                 |