



REPUBLIC OF KENYA

COMPETENCY- BASED MODULAR CURRICULUM

FOR

AGRIPRENEURSHIP

**KNQF LEVEL 5
(CYCLE 3)**

ISCED PROGRAMME CODE: 08110454A



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

AGRICULTURAL PRODUCTS AND SERVICES MARKETING

ISCED UNIT CODE: 0811 454 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: 50 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
<p>1. Prepare for marketing of agri-enterprise products and services</p>	<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
<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"> • 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	Description/specification	Quantity	Recommended ratio (item: Trainee)
Desktop computers/laptops		25	1:1
Internet connection			
Projector		1	1:25
Printer		1	1:25