



**REPUBLIC OF KENYA**

**COMPETENCY BASED MODULAR CURRICULUM**

**FOR**

**AGRI-PRENEURSHIP KNQF LEVEL 4  
(CYCLE 3)**

**PROGRAMME ISCED CODE: 0811 354A**



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

## **AGRICULTURAL PRODUCTS AND SERVICES MARKETING**

**UNIT CODE:** 0811 341 08 A

**TVET CDACC 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	10
2.	Market agri-enterprise products/ services	20
3.	Establish and respond to customer feedback	10
<b>Total</b>		<b>40</b>

## 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"> <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> </ul> <ul style="list-style-type: none"> <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>
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>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Oral questions</li> <li>• Third party reports</li> </ul>

	2.8 Product penetration	
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**

- Report writing
- Case studies