



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 ONLINE MARKETING

ISCED UNIT CODE: 0811 354 10A

TVETCDACC UNIT CODE: AG/CU/PN/CR/05/4/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Market agricultural products/services on-line.

Duration of Unit: 60 hours

Unit Description

This unit specifies the competencies required to market agricultural products/services online. It involves preparing for marketing products online, selling agricultural products online, evaluating product online marketing and complete marketing product online.

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 for marketing products online	10
2.	Sell agricultural products/services on line	20
3.	Evaluate product/service online marketing	10
4.	Complete marketing product/service online	10
Total		50

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare for Marketing products and services online	1.1 Computers and computer packages 1.2 ICT and ICT applications 1.3 Use of internet 1.4 Agripreneurial online template development 1.5 Data collection for online marketing 1.6 Online platform <ul style="list-style-type: none"> • Design • Licensing and user right • Advertisements • Branding 	<ul style="list-style-type: none"> • Written tests • Oral questioning • Third party reports
2. Sell agricultural product and services online	2.1 Agripreneur Products repacking 2.2 Online Communication 2.3 Social media and apps 2.4 Usage of mobile phones and mobile phone applications 2.5 Networking 2.6 Online quality assurance	<ul style="list-style-type: none"> • Written tests • Oral questioning • Third party reports
3. Evaluate products and services online marketing	3.1 Customer satisfaction survey <ul style="list-style-type: none"> • Questionnaire development • On line data collection • Data analysis 3.2 Response to customer needs 3.3 ICT System assessment	<ul style="list-style-type: none"> • Written tests • Oral questioning • Third party reports
4. Complete marketing products and services online	4.1 Developing an assessment report <ul style="list-style-type: none"> • Elements of the reports • Process of developing the report 4.2 Change management <ul style="list-style-type: none"> • Definition • Steps on change management 4.3 Process evaluation	<ul style="list-style-type: none"> • Written tests • Oral questioning • Third party reports

Suggested Methods of instruction

- Project
- Demonstration by trainer
- Discussions
- Direct instruction

- **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
Software installation manuals		1	1:25
Sample Business records		1	1:25
Smartphones		1	1:25
GPS device		1	1:25
Application software		1	1:25
Satellite mapping software		1	1:25