



## **COMPETENCY BASED MODULAR CURRICULUM**

**FOR**

**AGRIPRENEURSHIP KNQF LEVEL 4  
(CYCLE 3)**

**PROGRAMME ISCED CODE: 0811 354A**



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

## **MARKETING AGRI-ENTERPRISE PRODUCTS AND SERVICES**

**UNIT CODE:** 0811 341 03 A

**TVET CDACC UNIT CODE:** AG/CU/PN/CR/03/3/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 agri enterprise products and services. It involves conducting market scans, pricing products and services, selecting suitable marketing channels, promoting and selling agri-enterprise products and services, and monitoring performance of 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.	Conduct market scan	10
2.	Price products and services	10
3.	Select marketing channels	10
4.	Promote agri-enterprise products and services	5
5.	Sell agri-enterprise products and services	5
6.	Monitor products and service performance	10
<b>Total</b>		<b>50</b>

### Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1 Conduct market scan	1.1 Definition of terms <ul style="list-style-type: none"> <li>○ Market</li> <li>○ Market scanning</li> </ul> 1.2 Importance and role of market scanning 1.3 Data collection 1.4 Sampling <ul style="list-style-type: none"> <li>- Random sampling</li> <li>- Stratified sampling</li> <li>- Snowball</li> </ul> 1.5 Tools for data collection <ul style="list-style-type: none"> <li>- Questionnaire</li> <li>- Observation checklists</li> </ul> 1.6 Data analysis 1.7 Measures of central tendency 1.8 Report Writing	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> <li>• Assignments</li> </ul>
2 Price products and services	2.1 Definition of terms (price, product, and service) 2.2 Characteristics of agri-enterprise products and services 2.3 Costing <ul style="list-style-type: none"> <li>○ Direct costs</li> <li>○ Indirect costs</li> </ul> 2.4 Pricing methods 2.5 Collection and analyzing of data	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> <li>• Case study</li> <li>• Assignments</li> </ul>
3 Select marketing channels	3.1 Definition of terms 3.2 Marketing channels for agri-enterprises 3.3 Types of channels 3.4 Advantages and disadvantages of specific marketing channels 3.5 4Ps of marketing	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> </ul>

		<ul style="list-style-type: none"> <li>• Case study</li> <li>• Assignments</li> </ul>
4 Promote agri enterprise products and services	4.1 Main features of agri enterprise products / services 4.2 Developing a product and service brand <ul style="list-style-type: none"> <li>• Requirements for registration of trademark / business name</li> </ul> 4.3 Brand packaging / packing and labelling 4.4 Promotion mix 4.5 Methods of promotions <ul style="list-style-type: none"> <li>- Personal selling</li> <li>- Advertising</li> <li>- Sales promotion</li> <li>- Direct marketing</li> <li>- Publicity</li> </ul> 4.6 Factors affecting choice of promotion mix 4.7 Role of media (social, print and electronic) in promotion of an agri-enterprise products / services	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> <li>• Case study</li> <li>• Assignment</li> </ul>
5 Sell agri-enterprise products and services	5.1 Role of the sales force 5.2 Sale process 5.3 Delivery and payment methods <ul style="list-style-type: none"> <li>• Purchase order uses and features</li> <li>• Delivery note uses and features</li> <li>• Invoice uses and features</li> <li>• Credit and debit note uses and features</li> <li>• Cash vs credit sales</li> <li>• Sales period</li> <li>• Cash and quantity discounts</li> </ul> 5.4 Features of simple contracts	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> <li>• Case study</li> <li>• Assignments</li> </ul>

	5.5 Current trends in payments 5.6 Payments methods	
6 Monitor products and service performance	6.1 Establishment of customer feedback system 6.2 Obtain customer feedback 6.3 Continuous improvement of the product	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> <li>• Case study</li> <li>• Assignments</li> </ul>

#### **Suggested Methods of Delivery and Instruction:**

- Instructor led facilitation of theory
- Demonstration by trainer
- Practice by the trainee
- Field trips/site visits
- role play
- Demonstration videos
- Group discussions
- Exercises
- Simulations

#### **List of Recommended Resources**

- Agribusiness fliers
- sample marketing channels
- Airtime
- Business cards
- Computer
- Internet connection
- Invoice books
- Marketing materials for product promotion.
- Mobile phones
- Order books
- Packaging / branding materials for agri-products

- Printer
- Product labels
- Sample contracts
- Transport facilities