VALUE ADDITION AND MARKETING OF FOREST PRODUCTS
COURSE CODE: FOM 3204
CREDIT UNITS: 3 CU
CONTACT HOURS: 45

Course Description
The course presents the importance and modes of value addition and utilisation of various forestry products and services. The course enhances students understanding of the pivotal role of forest products markets, market structures and chains, market ethics, policies as well as decision making under uncertainty and asymmetric information concerning forest product marketing, planning and implementation.

Course objectives
- To provide students with the knowledge of value addition and utilisation of different forest produce
- To provide students with the basic understanding of market operations for forestry products.

Learning Outcomes
- Unique insights in role of value addition and markets development theories
- Ability to analyse, evaluate and solve forest product markets problems related to rural development and agricultural economics through using relevant value addition and market instruments, methods and processes

Course Outline
- Concepts and theories for value addition (3 LH)
- Forest product planning and development (3 LH; 4TH)
- Marketing, market concepts and ethics (4 LH; 4TH)
- Types of markets (1 LH; 1TH)
- Market research, planning and product development (3 LH; 6TH)
- Analysis of markets for forest products (2 LH; 2TH)
- Markets for intangible forest goods (2 LH; 2TH)
- Interplay between markets for forest products and Policy instruments (4 LH; 4TH)
- Uncertainty and asymmetric market information (2 LH)
- Market contracts and incentives (3 LH; 3TH)
- Globalisation of forest products and certification (3 LH 4TH)

Mode of delivery
Lectures: 30 LH
Practicals: 30 PH

Mode of assessment
- Continuous assessment (coursework, test) = 40%
- University examinations = 60%

Basic Reading List
Banana A.Y. (1996) Non-Timber forest products marketing information system methodology. NTFP, Nairobi Conference 219-225