

Fertilizer Marketing Management

December 1-12, 2003

Mauritius

\$2,100

The program is designed to improve the knowledge of participants about fertilizer marketing in an open and competitive market environment and improve analytical, planning, and decision-making abilities. These skills are required more than ever as markets change and the global agribusiness environment becomes open and competitive.

The program will cover various topics including but not limited to:

- Marketing Concepts in Open and Competitive Markets
- Marketing Strategies and Planning
- International and Regional Fertilizer Situations
- Fertilizer Product Knowledge
- Dealer Network Management
- Fertilizer Distribution and Field Warehousing
- Pricing Issues in a Competitive Market
- Advertising, Market Communications, and Field Extension Activities
- Economics of Fertilizer Use
- Demand, Sales Forecasting, and Market Planning
- International Fertilizer Trade
- Role of Micronutrients, Compounds, and Blends
- Role of Managers