



Davao del Sur State College
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Agricultural Economics and Marketing





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PREFACE

This course pack was developed as a primary learning resource for AgEcon 603 – Agricultural Economics and marketing. It presents essential concepts and practical applications related to entrepreneurship, business planning, agricultural development, marketing, and microfinancing within the context of agriculture and agribusiness.

The lessons are organized using learner-centered activities, discussions, concept explanations, application exercises, and assessments to help students connect theories with actual agricultural economics situations. The material aims to strengthen entrepreneurial thinking, informed decision-making, financial responsibility, and the ability to develop market-oriented and sustainable agricultural enterprises.

This course pack may be used by instructors as a teaching guide and by students as a reference for classroom and independent learning. Its contents and activities may be adapted to suit learners' needs, local agricultural conditions, and available resources.

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