

## PROGRAMME IN GEOGRAPHY OF MARKETING

<b>AGE 824</b>	<b>Systems of Central Places and Location of Marketing</b>
<b>Course content (including topics)</b>	Classical central place theory and modern theoretical departures. Theory and practice of commercial location. The hierarchy of commercial centres, market areas and commercial network analysis
<b>AGE 825</b>	<b>Marketing systems and regions</b>
<b>Course content (including topics)</b>	A comparative analysis and evaluation of world marketing systems and regions. Commercial organization in capitalist industrial countries, developing countries with a free economy and socialist countries
<b>AGE 826</b>	<b>Methods and Techniques of Marketing Geography</b>
<b>Course content (including topics)</b>	Delimitation and measurement of trading areas, market centres drawing power and market penetration. Reilly's law of retail gravitation with extension by Huff. Determination of intra-urban trade areas, the retail market potential model of Lakshmanan and Hansen. City planning for business centres
<b>AGE 827</b>	<b>Rural Periodic Market Systems</b>
<b>Course content (including topics)</b>	Theory of internal trade and its applications. Market-place systems and market place origins, developing and change, urban market place systems and mobile vendors rural periodic market systems. Case studies of market centres and retail distribution and periodic market exchange systems samples from Africa, Asia and Latin America. Contemporary problems and development issues in market place analysis with reference of specific regions, market place exchange and regional development, the role of the market place in distribution of food, agricultural inputs and information. Analysis of wholesale and retail distribution in selected African countries. Analysis of marketing boards and cooperatives. Characteristics of trade between African countries and other regions of the world. The need for regional integration in African trade. Efforts to improve trade conditions.