INTRODUCTION
Welcome all.
The overall objective of the course is to **enhance** participants’ knowledge and skills on effective marketing approaches which will enable them to **better serve** and **retain** their existing customers and **attract** new ones.
Specific objectives:

- To impart the knowledge of fundamentals of seed marketing and its importance for the growth and survival of a seed business;
To enhance participants’ ability to analyze seed markets, develop and implement marketing strategies
To impart practical skills in seed marketing and approaches for creating awareness among farmers and other stakeholders in the seed value chain.
Norms and expectations
NORMS

- Discipline and respect
- Active participation
- Time management
- Suggestions for more norms?
• What are your expectations?

• What would you want covered through the week?
What are your current challenges at your organization?
Seed Enterprises Management Institute
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