Abstract: This study aimed to develop and validate two self-learning packages (SLPs). They are pricing and promotion in agricultural marketing.

The study made use of the descriptive (R and D method) and quasi-experimental research designs (pretest-posttest nonequivalent group design). Thirty researches related to marketing of different agricultural and non-agricultural products were reviewed in the study as basis on what self-learning packages were developed and validated. Validation was made by 13 experts who at the same time of the study were either teachers of economic at the different colleges or universities in Ilocos Norte. The set of criteria used in the validation include objectives, contents, activities, evaluative items and instructional characteristics and the usefulness of the SLP's.

Aside from being validated, the SLPs were tested for their effectiveness through an experimental trial to a group of college students. The mean, gain ratio, gain score, t-test and ANCOVA were employed to analyze data.

The overall evaluation of the panel of experts shows that the SLPs are satisfactory and useful, therefore are valid. Besides, the SLPs were also found to be effective. The experimental trial on the SLPs showed that the achievement of the students exposed to SLP approach (experimental group) is significantly higher than the students exposed to the conventional lecture method (control group).

Being found to be valid and useful, the developed SLPs are useful for students to study more effectively and independently.