

Abraham Baldwin Agricultural College  
Department of Agriculture

**Agricultural Marketing - AECO 2260**  
**Course Syllabus**

Instructor

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Office hours

Mon & Wed: 2:00pm - 5:00pm  
Other times by appointment

**Class Meeting times:** MWF 1000-1050 in 131 Ag Sci.

**Text:** Marketing of Agricultural Products by Richard L. Kohls and Joseph N. Uhl (9<sup>th</sup> Edition).

**Materials:** Notebook with instructor-provided notes, calculator and writing implements. You will also need access to WebCT, and must be familiar with word processing and spreadsheet software.

**Course Description**

This course is intended to provide you with an understanding of how agricultural marketing is directly linked to decision making in agricultural production, supply, and consumer demand, at the domestic and global scene. In other words, marketing is not the last thing you do in the agricultural production processes but rather the first stage of the agricultural production process.

**Teaching Philosophy**

As, the instructor, I do not lay claim to the information in this course. Furthermore, I trust your intellectual curiosity is such that you don't have to be tricked into learning for my sake. Rather, learning should be an interactive and pleasant experience. So use me as a resource person, I am here for your benefit within and outside of this course. It is the little things you learn or do everyday that will build your wealth of knowledge. Therefore, success in my class depends primarily on the amount of EFFORT you put into the course. You are required understand NOT memorize the information provided.

**Specific Course Objectives**

By the end of the semester, the student is expected to accomplish the following:

1. List the different marketing functions within the agricultural system, and explain their importance to the marketing process.
2. Describe the structure and characteristics of agricultural production that set it apart in the marketing process.
3. Explain the contrast between the old and new concepts of agricultural marketing.
4. Describe the importance of international trade to US agriculture.
5. Establish a selling price and/or revenue target given a hypothetical firm's scale of operation or market conditions.

6. Explain the role of competition in agricultural marketing.
7. Describe the various causes of agricultural prices cycles.
8. Describe the importance of the various farmer marketing groups.
9. Explain the basic terms used in futures trading.
10. Develop a farm-gate marketing plan for a given agricultural commodity.

Since students are expected to demonstrate an understanding of the subject matter, the methods of examination may include essay, synthesis, analysis, and application; as well as completion, multiple-choice, true false, and matching. Mathematical computations, drawing, clear and concise writing is thus required.

### **Class Grade**

Here is the breakdown of the final grade:

Test #1	25 %
Test #2	25 %
Assignments	25 %
Final Exam	25 %

Grading scale: A= 90 and above; B= 80 - 89.9; C= 70-79.9; D= 60-69.9; F= 59.9 and below.

### **Bonus points**

Current event discussion: This is intended to relate theories learned in this course to daily occurrences. One current event discussion can be turned in at the time of each test for maximum of 10 bonus points (maximum of three current events). Choose an article of interest, not more than a month old from any new media. Staple a copy of the article to your discussion which must be typed with double spacing using 12 point font, no more than two pages and no less than one full page. The discussion should include:

- A summary of the article in your own words, not sentences from the paper, no more than half a page.
- Identification of relevant **agribusiness/marketing** issues in the paper, no longer than half a page.
- Your opinion and understanding of the issues and possible solutions to these **agribusiness/marketing** issues, using the business/marketing language learned in this course.
- Discuss the business/marketing implications and, or, any cost and benefits involved. Approximately half to one page.
- Discussion of the impact of the identified **agribusiness/marketing** issues, on you (as a consumer, or a producer or a tax-paying member of society). This should take about half a page.

Attendance: A perfect attendance record will earn you 5 bonus points towards the final class grade.

## **Class policy**

### Hourly Tests

Everyone is required to take the hourly tests and final exam at the scheduled time. Tests and the final exam have been scheduled in the course outline, to allow you organize your schedule accordingly. There will be no make up exams except for students with absences due to medical reasons or school-sponsored events. Make up tests when justified, will be given at the end of the semester **right after the final exam. The final exam is compulsory and failure to take it will result in a failing grade.**

### Assignments

All assignments will be made available throughout the semester in class and on WebCT, with due dates and times specified. Assignments should be submitted to me at the beginning of class, uploaded as word/PDF attachments in WebCT, or dropped in my office by the before the deadline. All assignments not in my possession by the deadline will be considered late.

All calculations should be carried out to the final answer suitable for discussion do not leave incomplete answers. Only work turned in on clean paper (not torn carelessly from a notebook) written out with no cancellations, neatly, legibly and in the proper format will be accepted and graded. **Unless specified otherwise, all material submitted to the instructor should be typed using 12 pt font double spacing, on 8.5" by 11" paper, with 1" margins on all sides, and tables presented in MS Excel. Multiple pages should be stapled.** Submitted material should include the students full name, course name/number, class time, a title for the submission. Extra points will be given for typed and /or neat assignments. Conversely, incorrectly presented submissions could receive a zero grade.

### Class Participation

Abraham Baldwin Agricultural College expects all students to conduct themselves in a responsible manner as individuals who understand that they are accountable for the choices they make as students. Class participation is encouraged and can be rewarded. A polite attitude and manner of speech will be expected of all students towards each other and towards the instructor, at all times. Class participation also means being prepared so students coming to class without the required class materials will be sent out of class.

No hats or caps will be worn during class in order not to obstruct the view of the instructor or other students. Students caught sleeping in class will be considered absent, and could be expelled from that session. Late-coming is not permitted and students may be locked out of that class session. Anyone whose beeper, pager or phone rings during lectures will be asked to leave the first time. The second time the student will leave and 2pts subtracted from the upcoming test.

All academic work must meet ABAC's standards of honesty. Each student is responsible to inform themselves about ABAC's Code of conduct, as found in the student handbook

<http://www.abac.edu/ses/handbook/CodeofConduct.pdf>, before performing any academic work.

Any student displaying academic dishonesty will receive a failing grade for the work done.

### **ATTENDANCE POLICY**

The instructor will keep attendance records. Absence from class, for whatever reason, does not excuse a student from full responsibility for class work or assignments missed. Students must accept this responsibility. Whenever a student is absent, excused or not, the student must assume responsibility and provide notice to the instructor in order to make arrangements for any assignments and class work missed because of the absence. However, final approval for make-up work remains with the instructor. Students whose absences are equivalent to more than two weeks of instruction could receive a grade of "F" for the course. A student who stops attending class without officially withdrawing from the course is subject to this attendance policy and will receive the earned grade for the course.

For the purpose of clarification, an excused absence is one taken for any of the following reasons: Personal bereavement; justifiable medical reasons (with a doctor's note or letter from parent); ABAC sponsored event; regional natural disaster.

**ANY STUDENT IN THIS CLASS WITH SPECIAL LEARNING NEEDS SHOULD PLEASE COME SEE ME AS SOON AS POSSIBLE.**

**Agricultural Marketing  
Course Calendar for Fall 2009**

<b>Week</b>	<b>Chapters to Be Covered (Reading Assignment)</b>
17 -21 Aug	Chp 1: Introduction to Agricultural Marketing.
25 - 28 Aug	Chp 2: Analyzing Agricultural Markets.
31 Aug - 4 Sept	Chp 3: Agricultural Production and Marketing.
7 - 11 Sept	Labor Day Holiday September 7 <sup>th</sup> Chp 4: Food Consumption and Marketing.
14 - 18 Sept	Chp 7: The International Food Market.
<b>21 - 25 Sept</b>	Chp 8: Price Analysis and the Exchange Function. <b>TEST I - September 25<sup>th</sup> - Chp 1-7</b>
28 Sep - 2 Oct	Chp 8: Price Analysis and the Exchange Function.
5 - 9 Oct	Midterm withdrawal deadline October 8 <sup>th</sup> Chp 8: Price Analysis and the Exchange Function.
12- 16 Oct	Chp 9: Competition in Food Markets.
19 - 23 Oct	Fall Break October 19-20 Chp 10: Farm and food prices.
26 - 30 Oct	Chp 10: Farm and food prices.
<b>2 - 6 Nov</b>	Chp 12: Creating a Marketing Plan. <b>TEST II - November 6<sup>th</sup> - Chp 8-12</b>
9 - 13 Nov	Chp 13: Marketing by Farmer Groups.
16 - 20 Nov	Chp 13: Marketing by Farmer Groups.
23 - 27 Nov	Thanksgiving Break November 25-27 Chp 20: Risk Management and the Futures Market.
30 Nov - 7 Dec	Chp 20: Risk Management and the Futures Market.
<b>8 - 11 Dec</b>	<b>Final Exams and Make-up Tests: December 5<sup>th</sup> 10:30 - 12:30</b>