

Abraham Baldwin Agricultural College  
Division of Agriculture and Forest Resources

**Food and Agriculture Marketing -AECO 3800**  
**Course Syllabus**

Instructor

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Office hours

Mon, Wed, Fri : 9:00am - 9:50am  
Mon, Wed: 3:30pm - 5:00pm  
Other times by appointment

**Email correspondence: Always include the class number and meeting time in the subject else the mail will be junked.**

**Text**

No text is required however, reading materials may be distributed in the class, as needed. Students are also encouraged to read other news magazines (printed or on-line editions) for practical illustrations of concepts discussed in the class.

**Prerequisite:**

Students must have successfully completed AECO2260, however, either AECO 2258 or ECON 2106 are acceptable substitutes.

**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 introduce you to the and agencies involved in moving farm products from producers to consumers. The course will help you examine the factors affecting supply, demand, and price of agricultural products; cost reduction and improvement of marketing efficiency; services performed; organizational structure and operation of marketing system; distribution channels and market information necessary for today's agriculture professional.

**Course Philosophy:**

I trust your intellectual curiosity is such that you are not learning for my sake. Rather, learning should be an interactive and pleasurable experience, especially as you realize that this course is more or less a formal representation of your day-to-day experiences and knowledge. Use me as a resource person, I am here for your benefit within and outside of this course.

**Course Outcomes:**

By the end of the semester you are expected to be able to accomplish the following:

1. Demonstrate an understanding of the US food system in terms of its-
  - a. participants.
  - b. characteristics.
  - c. major trends.
2. Explain the role the consumer in the marketing of agricultural products.
3. Define the structure of, and process of coordination in the agricultural marketing system.
4. Describe the interactions within the parts that make up the structure of the agricultural marketing system.
5. Explain the process of price determination
6. Define the function of output and input prices in the agricultural marketing system.
7. Explain the fundamentals of the futures and options market.

### **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 - 89.99; C= 70-79.99; D= 60-69.99; F= 59.99 and below.

### Bonus points

- 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.**

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.

#### 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 at the beginning of class, uploaded as Word<sup>®</sup>, Excel<sup>®</sup> or PDF<sup>®</sup> attachments on the WebCT "assignment page", or dropped in my office

by the before the deadline. **Multiple documents must be combined into one attachment.** All assignments not in my possession by the deadline will be considered late and **not graded**.

All calculations should be carried out to the final answer suitable for discussion do not leave incomplete answers. Only work 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.** Appropriate material for submission must include the students full name, course name and number, class time, and title for the submission. Incorrectly presented submissions could receive a zero grade or point deductions.

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 roe the work done.

#### 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. 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 5pts subtracted from the upcoming test. **Late-coming is not permitted and students will be locked out of that class session** (see statement below from the School of Agriculture and Natural Resources).

## Special Notice -

### Students in Agriculture and Natural Resources

Classroom management is essential to academic success. Anything that disrupts the classroom is detrimental to academic success. Tardy student arrival has become a problem in our classes. Not only is this disruptive, but it is teaching our students that it is acceptable to be late. Employers have no tolerance for late arrivals, nor should ABAC.

It is the responsibility of the faculty to simulate workforce expectations to prepare our students to be successful as a professional.

Students will no longer be allowed to enter the classroom late. Tardy is equivalent to absent. There is no excuse. Manage your life to remove all risk of being late to class.

### **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.

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

**Food and Agriculture Marketing  
Course Calendar for Spring 2012**

<b>Week</b>	<b>Chapters to be covered (Reading Assignment)</b>
Jan 9 - 13	<b>Chp 01:</b> Marketing for the Twenty-First Century.
Jan 16- 20	MLK Holiday Jan 16 <sup>th</sup> <b>Chp 01:</b> Marketing for the Twenty-First Century.
Jan 23 - 27	<b>Chp 02:</b> Processor Buying Behavior.
Jan 2 - Feb 03	<b>Chp 03:</b> Marketing Channel Options for Producers.
Feb 06 - 10	<b>Chp 03:</b> Marketing Channel Options for Producers.
<b>Feb 13 - 17</b>	<b>Chp 04:</b> Technical Price Analysis and the Economics of Price. <b>TEST I - Feb 17<sup>th</sup></b> Chp 1 - 3
Feb 20 - 24	<b>Chp 04:</b> Technical Price Analysis and the Economics of Price.
Feb 27 - Mar 02	Midterm withdrawal deadline February 29 <sup>th</sup> <b>Chp 05:</b> Hedging with Futures.
Mar 05- 9	<b>Chp 05:</b> Hedging with Futures.
Mar 12 - 16	Spring Break
Mar 19 - 23	<b>Chp 06:</b> Hedging with Options and Hedging Strategies.
<b>Mar 26 - 30</b>	<b>Chp 06:</b> Hedging with Options and Hedging Strategies. <b>Test II: March 30<sup>th</sup></b> Chp 4 - 6
Apr 02 - 06	<b>Chp 07:</b> Developing Price Strategies and Programs.
Apr 9 - 13	<b>Chp 07:</b> Developing Price Strategies and Programs.
Apr 16 - 20	<b>Chp 08:</b> Building Customer Satisfaction, Value, and Retention.
Apr 23 - 27	<b>Chp 08:</b> Building Customer Satisfaction, Value, and Retention.
<b>Apr 30-May 03</b>	<b>Final Exams and Make-up tests</b> See college Exam Schedule