Marketing Agricultural Products

Agricultural Economics AEC 349.001
(3 Hours Credit)

Dr. Leland C. Thompson
LThompson@SFASU.Edu
936-468-3705
Room 115 Agricultural Building
Office Hours: 10-11 and 1:30-3:30 Tue., Wed., Thur
Department of Agriculture
Lecture: 11:00 - 12:15 TR Rm. 115
Room 115, Ag. Building

MARKETING OF AGRICULTURAL PRODUCTS: Gives an overview of food marketing, structure of food markets, economics of marketing, the organization and function of food markets, government intervention, and commodity markets.

PURPOSE OF COURSE:

(1) To familiarize the student with the structure and process of food marketing,

(2) To understand the role of farmers, consumers, and middlemen in the food marketing system,

(3) To understand the influence that technology, social values, and politics has on marketing agricultural products.

Program Learning Outcomes

1. The student will demonstrate an intermediate level understanding of economic theory needed for success in the agricultural industries and other highly related careers. (Economic Theory)

2. The student will demonstrate the ability to use analytical methods, (graphic and mathematical), as needed for business management and subject matter. (Quantitative Analysis)

3. The student will exhibit problem solving skills. (Problem Solving)

4. The student will demonstrate effective communication skills. (Communication)

5. The student will exhibit leadership and other interpersonal skills needed for career placement and advancement. (Leadership)

B.S. Agribusiness Program Learning Outcomes

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Student learning outcomes
Student learning outcomes are specified for AEC 349 in support of program outcomes. AEC 349 is expected to address program goals at the intermediate level as indicated above.


Course Requirements
1) Readings in the textbook as specified by the syllabus
2) Examinations (90%): Exam #1 Sept 20th
   Exam #2 Oct 18th
   Exam #3 Nov. 15th
   Exam #4 Dec 13th (10:30 a.m.)

Field Assignment (10 %): You will receive a written assignment detailing the term project.
■ A written summary of the project is required for full credit.

Course Topic Sequence
I. Introduction to Food Marketing, Ch.1.
   Objective: to understand how food marketing works, its characterization as a “marketing machinery” its role in the food industry and economy.

II. Analyzing Agriculture and Food Markets, Ch.2.
   Objective: to recognize different organizational approaches to evaluating the marketing of agricultural products.

III. Agricultural Production and Marketing, Ch.3.
   Objective: to understand that the process of marketing agricultural products is uniquely tied to the nature of production, and characteristics of farm products.

IV. Food Consumption and Marketing, Ch.4.
   Objective: to understand that consumer population, consumption patterns, income level, and tastes and preferences for goods drive the food and fiber marketing system.
V. **Food processing and Manufacturing, Ch.5.**

Objective: recognize the food processor and manufacturer bridges the gap between raw product and products that satisfy consumer wants. This is a highly evolved segment of the industry in terms of coordination.

VI. **Food Wholesaling and Retailing, Ch.6.**

Objective: recognize that wholesaling and retailing influence the basic demand and distribution of food products. Those businesses that present food and fiber to the consumer are the “gate keepers” of the marketing system.

VII. **The International Food Market, Ch.7.**

Objective: U.S. agriculture is fully integrated into the world economy through trade and many of the prices are set in the world market.

VIII. **Price Analysis and the Exchange Function, Ch.8.**

Objective: understand that price discovery in the market process is fundamental to making the market work.

IX. **Competition in Food Markets, Ch.9.**

Objective: understand that competition is the driving force in producing, organizing, distributing and pricing agricultural products.

X. **Food Market Costs, Ch.11.**

Objective: recognize the components of food market costs and what their impact is on farm and retail food prices.

XI. **Changing Organization of Food Markets, Ch.12.**

Objective: recognize that diversification, integration, specialization and decentralization are changing the food marketing system and how these changes are affecting farmers, food marketing firms, and consumers.

XII. **Government Price, Income, and Marketing Programs, Ch.21.**

Objective: recognize how farm policy influence food and market policy in today's agriculture.
Grading Policy
AEC 349 grades will be based on the following items:
Examinations, (4): 90%
These exams are pre scheduled and specified in the syllabus.
Field Assignment 10%

Final Grade Scale: A =100-90; B =89-80; C =79-70; D =69-60; F <60.

Attendance and Exam Policy
1. Class Attendance
   A. Class attendance is required. The roll will be checked
   B. Absence will be recorded and treated as follows:
      One point will be deducted from the final grade for each class absence in excess of three (3) unexcused absences. On a positive note, anyone who has a perfect attendance record will get the benefit of the doubt when his or her final grade is borderline.
   C. It is your responsibility to see me after class when you are late and have been marked absent.
   D. Students are expected to remain in class until I arrive or are notified that I will not be present.

2. Examinations -- 90 percent of your final grade
   A. Four (4) exams will be given during the semester.
      Examinations (90%):
      Exam #1  Sept 20st
      Exam #2  Oct 18th
      Exam #3  Nov. 15th
      Exam #4  Dec 13th (10:30 a.m.)
   B. Exams will include multiple choice, fill in the blanks, and short answer types of questions.
   C. The forth (4th) and final exam will have one-half of the questions on the most recent material, and the other half over the entire semester's work.
   D. Make-up exams will be given only to those individuals who have a valid excuse and have notified me ahead of time. All make-up exams will be administered on the last day (Friday), of dead week, the week before finals.
**Student Academic Dishonesty Policy (4.1)**

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism. **Definition of Academic Dishonesty:** Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit. Please read the complete policy at [http://www.sfasu.edu/policies/student_academic_dishonesty.pdf](http://www.sfasu.edu/policies/student_academic_dishonesty.pdf)

**Course Grades Policy (5.5)**

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please read the complete policy at [http://www.sfasu.edu/policies/5.5_course_grades.pdf](http://www.sfasu.edu/policies/5.5_course_grades.pdf)

**Academic Accommodation for Students with Disabilities Policy (6.1)**

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/)

**Responsible Use of Technology**

It is expected that all students will only use cell phones, PDAs, laptop computers, MP3 players and other technology outside of class time or when appropriate in class. Answering a cell phone, texting, listening to music or using a laptop computer for matters unrelated to the course may be grounds for dismissal from class or other penalties.

**Acceptable Student Behavior**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10.4). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed. Please read the complete policy at [http://www.sfasu.edu/policies/student-code-of-conduct_10.4.pdf](http://www.sfasu.edu/policies/student-code-of-conduct_10.4.pdf)
I have received a copy of the syllabus for AEC 349, Marketing Agricultural Products, which outlines course description, text required, assignment policy, instructor office hours, topic sequence, grading and attendance policy, disability accommodations, exam schedule and make-up exam considerations.

Signature ____________________________

Date ________________________________

Print name here _____________________