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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<th>Course</th>
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<th>PLO 2 Quantitative Analysis</th>
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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
   a. External reading as assigned

   Examinations (90%): Exam #1  Sept 21st
   Exam #2  Oct 19th
   Exam #3  Nov. 16th
   Exam #4  Dec 7th (10:30 a.m.)

   Field Assignment (10 %): You will receive a written assignment detailing the term project.

**Course Topic Sequence:**

I. **Introduction to Food Marketing, Ch.1. (Aug. 26)**
   
   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. (Sept. 7)**
   
   Objective: to recognize different organizational approaches to evaluating the marketing of agricultural products.

III. **Agricultural Production and Marketing, Ch.3. (Sept 14)**
   
   Objective: to understand that the process of marketing agricultural products is uniquely tied to the nature of production, and characteristics of farm products.

   Exam #1 (Sept.21)

IV. **Food Consumption and Marketing, Ch.4. (Sept 23)**
   
   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. (Oct. 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. (Oct. 12)**

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.

Exam #2 (Oct. 19)

VII. **The International food Market, Ch.7. (Oct. 21)**

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. (Nov. 2)**

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

IX. **Competition in Food Markets, Ch.9. (Nov. 9)**

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

Exam #3 (Nov.16)

X. **Food Market Costs, Ch.11.(Nov. 29)**

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.

Final Exam (Dec 7 10:30 am)
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
SFA AG DEPARTMENT ATTENDANCE AND PUNCTUALITY POLICY (reference university policy, 6.7)

Attendance and punctuality are core skills to have as an engaged student and for a successful career. Therefore, all agriculture faculty have adopted the following policy for unexcused absences.
☐ Miss one lecture OR lab period, no letter grade reduction
☐ Miss two lecture OR lab periods, drop one letter grade
☐ Miss three lecture OR lab periods, fail the course
For reference, below are examples of excused absences.
1.) Approved University activities (require documentation from sponsor and advanced notice)
2.) Death or major illness of an immediate family member (requires documentation and notice as soon as possible)
3.) Major illness of yourself (requires a doctor’s note).
Students missing classes, other than for university-sponsored trips, should contact the Office of Student Rights and Responsibilities (OSRR) and request that an absence notification be sent to the instructor(s). The notification is not an excuse, and is not evaluated by OSRR. The notification is only provided as a courtesy to the student and the student's instructor(s).
If you miss class for any other reason and feel your absence should be excused, you must provide me with a typed memo explaining why the absence should be excused and provide appropriate documentation. This memo must be provided within one week of the absence. All other absences are considered unexcused.

PUNCTUALITY POLICY
All Ag faculty take attendance at the beginning of their classes. Tardy attendance will be counted as unexcused absences at the discretion of the professor.

Mental Health
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student’s mental health and wellness. Many of these resources are free, and all of them are confidential.
On-campus Resources:
SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room 202
936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741

2. Examinations -- 90 percent of your final grade

A. Four (4) exams will be given during the semester.

Examinations (90%):  
Exam #1  Sept 21st
Exam #2  Oct 19th  Mid
Exam #3  Nov. 16th
Exam #4  Dec 7th  Final

B. Exams will include multiple choice, fill in the blanks, and short answer types of questions.

C. 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

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/

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 Code of Conduct, 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

FACE COVERING: encouraged for now
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 _________________________