Marketing Agricultural Products
Agricultural Economics AGBS 3349.001
(3 Hours Credit)

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Room 115 Agricultural Building
Office Hours:
Department of Agriculture
Lecture: 11:00 - 12:15 TR Rm. 115
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MARKETING OF AGRICULTURAL PRODUCTS: Gives an overview of food markets, 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)

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<tr>
<th>B.S. Agribusiness Program Learning Outcomes</th>
<th>Proficiency Levels</th>
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<tr>
<td>Course</td>
<td>PLO 1</td>
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<td>AEC 349</td>
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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 21nd
               Exam #2 Oct 19th
               Exam #3 Nov. 16th
               Exam #4 Dec 12th (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. 29 and Sept. 5)
   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. (Sep.7)
    Objective: to recognize different organizational approaches to evaluating the marketing of agricultural products.

III. Agricultural Production and Marketing, Ch.3. (Sept. 12 and 14)
     Objective: to understand that the process of marketing agricultural products is uniquely tied to the nature of production, and characteristics of farm products.

Review (19th)
Exam #1 (Sept. 21)

IV. Food Consumption and Marketing, Ch.4. (Sept. 26)
    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. (Sept. 6, 29 and Oct 3)

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. 3 and Oct. 10)

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.

Review (17th)
Exam #2 (Oct. 19)

VII. The International food Market, Ch.7. (Oct. 24, 27)

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. (Oct. 31, Nov. 3)

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

IX. Competition in Food Markets, Ch.9. (Nov. 14)

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. 28)

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. (Nov. 30)

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. 12, 10:30 am)
Grading Policy

AEC 349 grades will be based on the following items:

Examinations -- 90 percent of your final grade

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

Examinations (90%):

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

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

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.

Attendance

DEPARTMENT POLICIES
SFA AG DEPARTMENT ATTENDANCE AND PUNCTUALITY POLICY (referencing university policy, 6.7)

Attendance and punctuality are core skills to have as an engaged student and for a successful career.

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.

Excused absence from an exam can be made up. Unexcused absence from an exam cannot be made up.
Academic Integrity (A-9.1)

Academic Integrity (4.1)

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

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, media 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)

**Student Wellness and Well-Being**

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**

**The Dean of Students Office** (Rusk Building, 3rd floor lobby)
[www.sfasu.edu/deanofstudents](http://www.sfasu.edu/deanofstudents)
936.468.7249
dos@sfasu.edu

**SFA Human Services Counseling Clinic** Human Services, Room 202
[www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp)
936.468.1041

**The Health and Wellness Hub** “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

[www.sfasu.edu/thehub](http://www.sfasu.edu/thehub)
936.468.4008
thehub@sfasu.edu

**Crisis Resources:**

- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)

[jobCrisis Text Line: Text HELLO to 741-741](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 ________________________________