

Angelo State University

Course Syllabus

1. Course Title: AGEC 3330- Agricultural Marketing

- Course Description: Fundamentals of agricultural marketing management and planning (input and output). Study the institutional differences between agricultural and non-agricultural marketing environments. Outline essential marketing function of buying, selling, transportation, storage, financing, standardization, pricing and risk bearing.
- Prerequisite: No prerequisites, but the ability to do simple calculations will be expected.

2. Instructor Information:

- Faculty: Sierra Howry, Ph.D.
- Email Address: sierra.howry@angelo.edu
- Phone Number: 942-2027
- Office: 226 Vincent Building

3. Student Learning Outcomes:

- Introduce students to the agricultural marketing and price analysis.
- Demonstrate the uses of agricultural marketing and prices information.
- Provide students with a comprehensive knowledge of the fundamental concepts and elements of agricultural marketing and prices.
- Illustrate how agricultural marketing and prices applies within a global economy.

4. Textbook and Materials:

- Textbook Required: Agricultural Marketing and Price Analysis, First Edition, Pearson Prentice Hall, 2008, Norwood and Lusk.
- Materials Required for course: Calculator
- Materials Optional for course: none

5. Course Policies:

- Class attendance rules: Attendance is essential to perform well in this class. Attendance will be taken randomly during the semester, but if an absence is necessary, please contact me **before** class begins.

6. Course Grading Policies:

- Grading Scale:
A = 90 – 100
B = 80 – 89
C = 70 – 79
D = 60 – 69
F = 0 – 59
- Examination Schedule:
Exam #1 (100 points):
Exam #2 (100 points):
Exam #3 (100 points):
Exam #4 (100 points):

Make-up exams will be given if 1) The instructor is informed prior to the exam **and** 2) the student can provide information (doctor's note, ect...) about why the absence could not be avoided. The test must be made up within one week or it will be a zero.

- Procedures for Determining Grades:
100 points per exam = 400 points
10 points per chapter on homework
5 points per in class quiz

Your grade = your total points / total points possible

There will be no make-up for quizzed, because the answers will be given in class after the quiz.

Late homework will not be accepted and will receive a zero. Also, students must show work on all homework or they will receive a zero.

- Extra Credit – Course Policy: There is no extra credit available in this course.

7. Academic Dishonesty:

Angelo State University expects its student to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the

Student Handbook. Refer to page 33 of the Angelo State University Student Handbook for the definition and consequences of academic dishonesty.
www.angelo.edu/forms/pdf/honorcode5.pdf

According to the Academic Honor Code, “a faculty member may take any or all of the following actions in a case of academic dishonesty:

- F on the work;
- F in the course;
- Report the student to the Department Head;
- Refer the case to the Academic Integrity Committee;

Scholastic dishonesty included be is not limited to, cheating, plagiarism, falsifying academic records, misinterpreting facts, and any act designed to give unfair academic advantage to the student or the attempt to commit such an act.

8. Americans with Disabilities Act:

“Persons with disabilities which may warrant academic accommodations must contact the Student Life Office, Room 112 University Center, in order to request such accommodations prior to any accommodations being implemented. You are encouraged to make this request early in the semester so that appropriate arrangements can be made.

9. Use of Cell Phones & Electronic Devices:

The use of cell phones, palm pilots, walkie-talkies, pagers, cameras, or other communication devices will not be permitted during in-session classes. If brought to class, these devices must be turned off and stored out of sight. In the event a student is caught using an electronic device of any nature during exams, quizzes, or other confidential circumstances, the student will receive a zero grade for that portion of the coursework.

The use of laptop computers is permissible in classes only upon prior approval by the specific instructor for that course. Any use of laptop computers or any other similar learning aids that are used in a dishonest manner by the student will result in forfeiture of the privilege to use such items in class and the student will receive a zero grade for that portion of the coursework.

10. Additional Information:

Announcements in class supersede any written statements.

11. Scheduled Chapters to be Covered:

Ch. 1 About Economics

Ch. 2 Basic Price Analysis: Supply and Demand

Ch. 3 Advanced Price Analysis: Mastering Supply Demand

Ch. 4 Advanced Price Analysis: Imperfect Competition

Ch. 5 Agricultural Prices

Ch. 6 The Food Marketing Channel

Ch. 7 Empirical Agricultural Price Analysis

Ch. 8 International Agricultural Trade

Ch. 9 Managing Price Through Futures Markets

Ch. 10 Strategic Price Setting

Ch. 11 Creative Pricing Schemes

Ch. 12 Consumer Behavior and Research