



Purpose: It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of Wharton County Junior College, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction.

Course Title – Marketing of Agricultural Products

Course Prefix and Number – AGRI 1325

Department - Agriculture

Division – Math & Science

Course Type: (check one)

- Academic General Education Course (from ACGM – but not in WCJC Core)
- Academic WCJC Core Course
- WECM course (This course is a Special Topics or Unique Needs Course: Y or N)

Semester Credit Hours # : Lecture hours# : Lab/other hours # **3:3:0**

Equated Pay hours for course – 3 equated pay hours per course

Course Catalog Description – Principles, practices and problems involved in the marketing of agricultural commodities. Marketing system as it applies to the farmer, and methods of reducing costs and of improving efficiency of agricultural marketing

Prerequisites/Co requisites – THEA reading and writing requirements

List Lab/ Other Hours
Lab Hours
Clinical Hours
Practicum Hours
Other (list)

Prepared by Sean Amestoy

Date 11-22-11

Reviewed by department head Gene Bahnsen

Date 11-22-11

Accuracy verified by Division Chair Kevin Dees

Date November 22, 2011

Approved by Dean of Vocational Instruction or Vice President of Instruction
Leigh Ann Collins

Date 11-9-12



I. Topical Outline – Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, clinical or other non-lecture instruction):

Topical Outline	Dedicated Instructional Time
Introduction to Food and Fiber Marketing	Two weeks
Agricultural Production and Marketing	One week
Food Consumption and Marketing	
Food Processing and Manufacturing	One week
Price Analysis and the Exchange Function	Two weeks
Competition in Food Markets	One week
Farm and Food Prices	
Food Marketing Costs	One week
Market Information, Marketing Terms	
Market Information on the Internet	Two weeks
Risk Management and the Futures Market	
Pricing Alternatives: Futures, Options Balance Sheet	Two weeks
Financial Management and marketing Plan	One week
Futures Market, Options, Market	
Managing Grain Basis	Three weeks

II. Course Learning Outcomes

Course Learning Outcome	Method of Assessment
<p>Students will:</p> <ol style="list-style-type: none"> 1. Define marketing and identify the characteristics of marketing. 2. Understand types of competition in marketing, market analysis, performance and efficiency. 3. Define and describe the components of the marketing system: food consumption, processing, wholesaling, and retailing. 4. Define and describe the role of prices, and supply and demand in marketing. 5. Define and describe the cyclical and seasonal price behavior at the farm and retail level, and the importance of marketing costs and marketing margins. 6. Understand the role of market information, production risk management, and the use of the futures market and options vs. cash market. 7. Develop a commodity marketing plan (for grain, livestock and/or cotton). 	<ol style="list-style-type: none"> 1. Lecture and exams 2. Lecture, exams, and assignments 3. Lecture, and exams 4. Lecture, exams, and assignments 5. Lecture and exams 6. Lecture, exams, and assignments 7. Lecture, exams, and assignments

III. Required Text(s), Optional Text(s) and/or Materials to be Supplied by Student.

Marketing of Agricultural Products, Ninth Edition. 2002. R.L. Kohls and J.N. Uhl. Prentice-Hall, Inc., Upper Saddle River, New Jersey 07458. ISBN 0-13-010584-8 (required)

IV. Suggested Course Maximum - 24

V. List any specific spatial or physical requirements beyond a typical classroom required to teach the course.

The lecture room should include sufficient dry erase (or chalk) board for notes and illustrations, a computer with internet access and overhead computer projector (for instructor's use) and a traditional overhead projector.

VI. Course Requirements/Grading System – Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course

Students are required to read the textbook chapters assigned to them. Throughout the semester, the students have 4 major lecture exams, several quizzes, and assignments.

Each of the 4 lectures exams will count as 1/6 of the final grade. Quizzes and Assignments will count as 1/6 of the final grade. Attendance will count as 1/6 of the final grade.

The grade classifications as outlined in the College Catalog are employed:

- A – 90 – 100% Excellent
- B – 80 – 89% Good
- C – 70 – 79% Average
- D – 60 – 69% Poor
- F – Below 60% Failure
- W – Withdrawn

VII. Curriculum Checklist

- **Academic General Education Course** (from ACGM – but not in WCJC Core)
No additional documentation needed
- **Academic WCJC Core Course**
Attach the Core Curriculum Checklist, including the following:
 - Basic Intellectual Competencies
 - Perspectives
 - Exemplary Educational Objectives
- **WECM Courses**
If needed, revise the Program SCANS Matrix & Competencies Checklist.