



**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 –** Life Sciences

**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/Corequisites -** THEA reading and writing requirements.

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

**Approvals – the contents of this document have been reviewed and are found to be accurate.**

Prepared by Dr. Dan Lawlor	Signature <i>Dan Lawlor</i>	Date April 24, 2007
Department Head Dr. Dan Lawlor	Signature <i>Dan Lawlor</i>	Date April 24, 2007
Division Chair Kim Raun	Signature <i>Kim Raun</i>	Date 10-31-07
Vice President Dr. Ty Pate	Signature <i>Ty Pate</i>	Date 11-1-07



**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):

**Lecture:**

<b>TOPICAL OUTLINE</b>	<b>DEDICATED INSTRUCTIONAL TIME</b>
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**

<b>Outcome/Objective</b>	<b>Assessment Method</b>
1. Define marketing and identify the characteristics of marketing.	1. Lecture exams
2. Understand types of competition in marketing, market analysis, performance and efficiency.	2. Lecture exams and assignments
3. Define and describe the components of the marketing system: food consumption, processing, wholesaling, and retailing.	3. Lecture exams
4. Define and describe the role of prices, and supply and demand in marketing.	4. Lecture exams and assignments
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.	5. Lecture exams
6. Understand the role of market information, production risk management, and the use of the futures market and options vs. cash market.	6. Lecture exams and assignments
7. Develop a commodity marketing plan (for grain, livestock and/or cotton).	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, 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, attendance, several quizzes and assignments.

**Evaluative Procedures:**

The following method is used to arrive at the final grade:

<b>Each of the 4 lecture exams (1/6<sup>th</sup> each)</b>	-	<b>total of 4/6ths of total</b>
<b>Quizzes and Assignments</b>	-	<b>1/6<sup>th</sup> of total</b>
<b><u>Attendance</u></b>	-	<b><u>1/6<sup>th</sup> of total</u></b>
<b>Total</b>	-	<b>100%</b>

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

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Withdrawn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

**VII. Curriculum Checklist**

- **WECM Courses**

Include the following:

- SCANS Competencies (attach Program SCANS Checklist)
- WECM and other outcomes/objectives in space provided below.

- **General Education Courses (ACGM but non-Core)**

Include the following:

- Objectives/outcomes in space below.

- **WCJC Core Course**

Include the following:

- Basic Intellectual Competencies
- Exemplary Educational Objectives
- Perspectives (attach Core Curriculum Checklist)

Additional objectives/outcomes in space provided below.