



## Course Syllabus

### **AGRI 1325 - Marketing of Agricultural Products**

*Revision Date: 12/3/15*

**Catalog Description:** Essential marketing functions in the movement of agricultural commodities and products from producer to consumer.

**Lecture hours = 3, Lab hours = 0**

**Prerequisites:** none

**Semester Credit Hours:** 3

**Lecture Hours per Week:** 3

**Lab Hours per Week:** 0

**Contact Hours per Semester:** 48

**State Approval Code:** THECB . 01.0102.51 01

### **Core Components and Related College Student Learning Outcomes**

This course counts as part of the academic requirements of the Panola College Core Curriculum and an Associate of Arts or Associate of Science degree.  Yes  No: If no, skip to Instructional Goals.

The items below marked with an X reflect the state-mandated outcomes for this course **IF this is a CORE course:**

- Critical Thinking Skills – to include creative thinking, innovation, inquiry and analysis, evaluation and syntheses of information
  - CT1: Generate and communicate ideas by combining, changing, or reapplying existing information
  - CT2: Gather and assess information relevant to a question
  - CT3: Analyze, evaluate, and synthesize information
- Communication Skills – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication
  - CS1: Develop, interpret, and express ideas through written communication
  - CS2: Develop, interpret, and express ideas through oral communication
  - CS3: Develop, interpret, and express ideas through visual communication
- Empirical and Quantitative Skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
  - EQS1: Manipulate and analyze numerical data and arrive at an informed conclusion
  - EQS2: Manipulate and analyze observable facts and arrive at an informed conclusion
- Teamwork – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
  - TW1: Integrate different viewpoints as a member of a team

- TW2: Work with others to support and accomplish a shared goal
- Personal Responsibility – to include the ability to connect choices, actions, and consequences to ethical decision-making
  - PR1: Evaluate choices and actions and relate consequences to decision-making
- Social Responsibility – to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
  - SR1: Demonstrate intercultural competence
  - SR2: Identify civic responsibility
  - SR3: Engage in regional, national, and global communities

**Instructional Goals and Purposes:** The purpose of this course is to provide an introduction to agricultural marketing, emphasizing applications of economic principles to marketing firms, functions, and problems.

**Learning Outcomes: [from the ACGM catalog]**

After studying all materials and resources presented in the course, the student will be able to:

1. Explain the essential marketing functions of buying, selling, transporting, storing, financing, standardizing, pricing, and risk bearing.
2. Apply economic principles to the marketing of agricultural products.
3. Identify alternatives in marketing of agricultural commodities/products.
4. Examine the structure of agricultural markets.

**Course Content:**

Students in all sections of this course will learn the following content: Course content (see course description) will be taken from the adopted text and appropriate online sources.

1. Have a basic understanding of the nation's food marketing system.
2. Develop knowledge and understanding of the marketing problems.
3. Know and understand the marketing channels of agricultural products.
4. Have an understanding of the commodity marketing system and how it functions.
5. Understand the importance of the marketing system to the farm producers.
6. Create a marketing plan for an agricultural product.

**Methods of Instruction/Course Format/Delivery:** The content for the course will be delivered through Text, Lecture, and Canvas.

**Assessment:**

The following items will be assigned during the semester and used to calculate the student's final grade:

- **Chapter Quizzes and Assignments**  
Students will read the required material and complete quizzes and assignments over the content. The ability to makeup late quizzes and assignments will be determined by the instructor for a reduced score.
- **Three Tests**  
All tests will be taken in the Testing Center. Students are only allowed ONE makeup test per semester with the approval of the instructor.
- **Final Project**  
Presentation

**Course Grade:**

The grading scale for this course is as follows:

- Quizzes and Assignments – 25%
- Tests – 50%
- Final Project – 25%

**Texts, Materials, and Supplies:**

- *Title: Introduction to Agribusiness Marketing*
- Author: Seperich, Woolverton and Beierlein  
ISBN: 9780134863825

**Other:**

- For current texts and materials, use the following link to access bookstore listings:  
<http://www.panolacollegestore.com>
- For testing services, use the following link: <http://www.panola.edu/elearning/testing.html>
- If any student in this class has special classroom or testing needs because of a physical learning or emotional condition, please contact the ADA Student Coordinator in Support Services located in the Administration Building or go to <http://www.panola.edu/student-success/disability-support-services/> for more information.
- Withdrawing from a course is the student's responsibility. Students who do not attend class and who do not withdraw will receive the grade earned for the course.
- Student Handbook, *The Pathfinder*: <http://www.panola.edu/student-success/documents/pathfinder.pdf>