Course Syllabus of AGEC 3330 010
Agricultural Marketing and Price Analysis
CRN 22137

Instructor: Kishor Luitel, Ph.D.
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Work Phone: 325-942-2027
Office: Vincent Nursing Physical Sci 227
Office Hours: Tuesday and Thursday 2:30- 4:00 pm. or by appointment (email)
Class Meeting: 9:00A.M. - 9:50 P.M. on Monday, Wednesday, and Friday
Class Location: Vincent Nursing Physical Sci 263

Recommended Text & Materials

Course Prerequisites
This class required basic understating of economics, market, mathematic, and algebraic concept. If you do not have much experience with these skills or are uncertain about your ability, the ASU tutoring center is a great resource for help with basic math skills.

Course Description
This course is design to provide students with an introduction to the different types of markets. Outline essential marketing functions of buying, selling, transportation, storage, financing, pricing and risk bearing.

Grading Policy
Grading Scale
- A : 90 – 100
- B: 80 – 89
- C: 70 – 79
- D: 60 – 69
- F: 0 – 59
Policy on Rounding
I will round a grade up to the next letter ONLY if the numerical grade ends in a 9.50 – 9.99. In other words, 89.50 rounds to an A, but 89.49 is a B.

Grading Components
- Exam Average: 50% of final grade
- Group Project: 20% of final grade
- Quizzes Average: 10% of final grade
- Homeworks Average: 25% of final grade

To calculate your grade
- \[(\text{Exam Avg} \times 0.50) + (\text{Group Project} \times 0.20) + (\text{homework avg} \times 0.20) + (\text{quiz Avg} \times 0.1) = \text{Grade}\]

Attendance and Class Participation points are bonus, which may add maximum of 6 points on your final grade. To receive bonus points on attendance, your unexcused absence for the class should be less than 3 days.

Attendance
Attendance is essential to perform well in this class. I expect students to attend class unless they have been excused beforehand. Furthermore, I expect students to arrive on time and prepared to participate in the lecture and discussion.

How I Take Attendance
I will maintain a record of every student’s attendance for each day of class. If I do not record that you were in class then you will be counted absent on that day, so if you come in to class late make sure you check in with me at the end of class.

Definition of an Unexcused Absence
Any absence that is not related to a University event or is not approved by me beforehand is unexcused. I am willing to consider excusing any absence as long as you inform me of the absence and explain why it cannot be avoided. Please note that consider does not mean accept.

Information Missed During an Absence
You are responsible for any information related to the class that you miss while absent. I am happy to answer any questions you might have, but I will not reproduce a lecture for you in my office.

ASU Policy on Religious Holy Days
A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.
Exam Policies
There are three midterm exams planned for this course, each worth 100 points, plus a final exam that is optional and will replace your lowest exam score.

- The three midterm exams are not cumulative.
- The optional final is cumulative and cannot hurt your final grade.
- If you miss an exam and it is an excused absence you will be allowed to take the exam on a different date. It is my preference that you take the exam early if possible.
- If you miss an exam and it is an unexcused absence you will not be allowed to make it up.
- If you are late to an exam you will be allowed to take it as long as no one has turned in their copy. You will not be given extra time to complete the exam if you are late.

Quizzes
- There will be several quizzes throughout the semester. Quizzes will cover the material presented in class and/or assigned for reading. Any missed quiz will receive a grade of zero. The one lowest score of the quizzes will be dropped; this includes the zero for missed quiz.

Homework Assignments
- There will be multiple homework assignments. The purpose of these assignments is to improve analytical skills and understanding the concept of Economics and Marketing. Students are required to solve the problems before the due dates. Some of the problems will be solved in class with student participation – students will be called to solve the problems on the board, and a participation grade will be assigned to the volunteers. Student participation will constitute a part of the grade.

Group project
The purpose of this project is to give you a real world understanding of price variation and marketing experience. Each group will be assigned a commodity, where students are required to do following things. I will provide further information in class.

- Identify at least 3 different brand/producer of the commodity
- Collected price of those brand/producer each week from either HEB or Walmart
- Understand the advertising feature for the each brands and marketing strategies.
- The commodities are: Milk, Egg, Bread, Apples, Strawberries, and Pure Drinking Water 16.9 FL.OZ.

Academic Integrity
Academic Integrity Angelo State University expects its students 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.
Accommodations for Students with Disabilities

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA) and subsequent legislation.

Student Disability Services is located in the Office of Student Affairs, and is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting an employee of the Office of Student Affairs in the Houston Harte University Center, Room 112, or contacting the department via email at ADA@angelo.edu. For more information about the application process and requirements, visit the Student Disability Services site. The employee charged with the responsibility of reviewing and authorizing accommodation requests is:

Dallas Swafford, Director of Student Disability Services, Office of Student Affairs
325-942-2047; dallas.swafford@angelo.edu
Houston Harte University Center, Room 112

See ASU Operating Policy OP 10.15iv.

In Technical Difficulties or Other Issues:

Should you experience any technical difficulties or other issues that prevent you from completing an assignment contact me AS SOON AS IT OCCURS. If you contact me by email, please use the following format:

Subject: AGEC 3330-010

Dear Dr. Luitel,
[State your difficulty]. Can you please [state your request].

Thank you,
[Student Name]

Be advised that I may ask some follow up questions and your answers might determine how accommodating I am.

Course Outline:

- Introduction to marketing
- Basic Demand, Supply, and Elasticity
- Marketing Margin
- Supply Chains
- Perfect and Imperfect Market
- Price Variation and Understanding Agricultural Price
Policy on Deviations from this Syllabus
While I hope I do not have to make any changes to the course policies or course schedule, there is always the possibility that special circumstances will arise that necessitate changes be made. If such a circumstance occurs, then I will communicate it both in class and via email. Once announced, any such changes will supersede what is written in this syllabus.

Course Tentative Schedule
The table outlines the course tentative schedules for exams and other events.

<table>
<thead>
<tr>
<th>Events</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam I</td>
<td>7th February</td>
</tr>
<tr>
<td>Exam II</td>
<td>21st March</td>
</tr>
<tr>
<td>Spring Break</td>
<td>12-16 March</td>
</tr>
<tr>
<td>Exam III</td>
<td>18 April</td>
</tr>
<tr>
<td>Last day to drop a class or withdraw for the Regular Spring 2018 Session</td>
<td>2nd April</td>
</tr>
<tr>
<td>Last day of price collection:</td>
<td>20 April, 2018</td>
</tr>
<tr>
<td>Submit the Written Group project Report</td>
<td>27 April, 2018</td>
</tr>
<tr>
<td>Final Exam</td>
<td>9 May, 2018 at 8:00am</td>
</tr>
</tbody>
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iii [http://www.angelo.edu/ADA](http://www.angelo.edu/ADA)

iv [http://www.angelo.edu/content/files/14216-op-1015-providing-accommodations-for-students-with](http://www.angelo.edu/content/files/14216-op-1015-providing-accommodations-for-students-with)