Course Syllabus  
**AGEC 3330 (010) – Agricultural Marketing & Price Analysis**

**Instructor**  
Andrew P. Wright, Ph.D.  
Email: andrew.wright@angelo.edu  
Phone: (325) 486-6751  
Office: VIN 226, Vincent Building  
Office Hours: Monday-Thursday, 3:00-4:00 pm, or any time that I am in my office with the door open.

**Course Description**  
This course is designed to provide students with an understanding of the structure and functions of the food marketing system; to examine how those systems affect farmers, consumers, and other actors; and, to illustrate how this dynamic economic system has responded to technological, social, economic, and political changes over time.

**Meeting Time & Location**  
Where: VIN 263  
When: TR, 11:00 am – 12:15 pm

**Textbook & Technology**  
You are not required to purchase a textbook for this course; however, some students may find a textbook useful as a reference tool or study guide. Three recommended texts are:


I will use Blackboard to provide course content such as lecture handouts, homework assignments, and grades. To successfully complete this course, students are expected to:

- Possess access to the necessary hardware required to view online materials, such as:
  - A computer or mobile device with a reliable internet connection, and
  - The ability to view videos from various sources and that use various formats.
- Possess basic web navigation skills.

It is your responsibility as a student to contact me if you cannot find or cannot access course content.
Knowledge Prerequisites

There are no formal course prerequisites for AGEC 3330; however, I expect that students in this course have completed a course in basic economic principles such as AGEC 2317 or ECON 2302. It is possible for a student to successfully complete AGEC 3330 without having taken a course in basic economics, but such student should expect to put more time and effort into understanding and studying the course material.

I also expect that students taking this course have prior experience with some basic mathematic and algebraic concepts:

- Students should know what a ratio is and how to interpret one.
- Students should know what the slope of a straight line communicates about the relationship between two variables.
- Students should be able to calculate the slope of a line using information found in a graph.
- Students should be able to solve for an unknown variable in an equation.
- Students should know how to take numerical information and plug it in to an equation to calculate a solution.

My door is always open to help any student that feels they are are falling behind in the class because they do not meet these expectations, but it is the responsibility of the student to seek help from me.

Course Learning Objectives

As your instructor I have established a set of learning goals and related objectives:

- Goal 1: Learn essential knowledge. Students will demonstrate the correct application of economic and marketing principles to the analysis of agricultural marketing problems.
- Goal 2: Develop critical thinking skills. Students will take numerical and graphical data, synthesize this data into usable information, and use the information they create to draw conclusions about agricultural marketing problems.
- Goal 3: Develop quantitative skills. Learning Goal 3 is strongly related to Goal 2. Where Goal 2 emphasizes the ability to draw conclusions using data, Goal 3 emphasizes the ability to use quantitative skills to create the information you need to draw conclusions.

This list provides a general idea of what a student must do to successfully complete this course. A more detailed list of goals and objectives will be made available to students on the course Blackboard page. Students’ progress toward these goals will be assessed through their performance on exams and homework assignments.

Grading

Your grade will be calculated based on the number of points you earn out of 80. The grading scale for the course is as follows:

- A = 720-800 points
- B = 640-719 points
- C = 560-639 points
- D = 480-559 points
- F = 0-579 points
You will earn points based on your performance on the following tasks:

- **Exams**: 300 points
- **Application Assignments**: 300 points
- **Group Project**: 100 points
- **Course Entry Task**: 50 points
- **Course Exit Task**: 50 points

**Exams**
There are three midterm exams scheduled for this course, plus one final exam.

- Each midterm exam will focus on the material from one part of the course. The final exam will be cumulative.
- Each exam is worth 100 points. The exam portion of your grade will be calculated using the highest three of your four exam scores. You must sit for the final exam regardless of your performance on the four midterm exams.
- If you miss an exam and the absence is excused you may make up the exam on a different date that you and I agree on. If the absence is not excused you will not be allowed to make up the exam.

**Application Assignments**
During the course you will be required to complete 6 application assignments; two for each part of the course. Each assessment is worth 50 points and will normally be due on Fridays at 11:59 pm. The purpose of these assignments is to give you a chance to assess your progress toward the course goals and objectives; therefore, you will be allowed three attempts on each assignment. After each attempt, please take an inventory of the questions you missed, determine which topics, goals, and objectives those questions are related to, and review the course materials related to these items before attempting the assignment again. It is possible to earn full credit through "trial and error"; however, doing so will not help you accomplish the learning goals for the course.

**Course Entry Task**
You must complete a syllabus quiz on or before Friday, January 25. The purpose of this task is to make sure that you are aware of the course goals and policies, and that you are prepared to engage with the course materials. Completing this task will earn you 50 points toward your final grade. This task is largely effort-based; as long as you successfully complete it you should earn full credit.

**Group Project**
Over the course of the semester you will work on a project with 3-4 other students in the class. The purpose of this project is to help you develop a real-world understanding of an agricultural marketing system. Specific information about this project such as due dates, expectations, and grading criteria will be provided in class and then posted to Blackboard.
Course Exit Task (the final exam)
Hopefully, every student will earn high grades on each of the three midterms and will not need to use the final exam as a part of their final grade. All students still need to take the final exam, however, so that I can perform a final assessment of your progress toward the course learning goals. For this reason, you will earn 50 points towards your final grade simply for taking the final. For many of you, this may be the final "bump" you need to progress to a higher letter grade.

Extra Credit
You will be given two opportunities to earn extra credit in this course:
- Students that complete the semester with 3 or fewer unexcused absences will earn 20 points of extra credit.
- You will be given the opportunity to correct each of the midterm exams in the course. By doing so you may earn up to 10 points of extra credit per exam, or enough points to earn full credit on each exam. To earn this credit you must:
  - Correct every question for which you do not receive full credit OR that I mark as needing correction on the exam.
  - Submit your corrections handwritten on a separate sheet of paper, legible, and attached to your original exam using either a staple or a paper clip. I will not provide staples or paper clips to students.
  - Submit your corrections for each exam by the due date that I establish in class. Late corrections will not be accepted for any reason.

Policy on Late Tasks and Assignments
An application or course entry assignment that is submitted after the posted due date is considered late. Any assignment may be turned in late, but will be subject to a 50% grading penalty. The deadline to submit late assignments is Tuesday, May 7 at 10:30 am.

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
An 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 I am more likely to excuse an absence if you inform me prior to
the start of class. Finally, please also 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.

Use of Cell Phones and Electronic Devices
Your cell phone may be left on but should be put away and silenced during lectures. If I see a cell phone
out during an exam I will take up your exam and you will receive a failing grade for the exam. If you wish
to use an electronic device to take notes during lectures you may do so; however, if I feel that your use
of such a device is causing a distraction I will ask you to put it away.

Contacting Dr. Wright
Communication is an important skill that nearly all employers look for in new employees, and
particularly in college graduates. Learning to communicate professionally is vital if you wish to remain
employed in any career for very long. For this reason, when you contact me via email, please include a
subject, a greeting, and a signature. For example, if you are experiencing a difficulty logging into
Blackboard your email might look like this:

Subject: Blackboard is down
Dear Dr. Wright,
I tried to log in to Blackboard to complete the application assignment that is due tonight, but it seems
the program is down for emergency maintenance. Have any other students encountered this
issue? Considering the circumstance, would you please extend the assignment’s deadline?
Thank you,
[Your Name]

Be advised that I may ask some follow up questions and your answers might determine how
accommodating I am.
**Academic Integrity and Misconduct**
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for reading and understanding the policies set forth in the Student Handbook¹.

**Americans with Disabilities Act**
Angelo State University 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 Act 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 website². 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

**Policies 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, via Blackboard, and by email. Once announced, any such changes will supersede what is written in this syllabus.
**Course Schedule**

In the table below you will see an abbreviated version of the schedule for this course. Reading assignments, homework assignments, and all due dates will be posted to the course Blackboard page.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan. 14-8</td>
<td>Course orientation &amp; begin Part 1</td>
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<tr>
<td>2</td>
<td>Jan. 21-25</td>
<td>Continue Part 1</td>
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<tr>
<td>3</td>
<td>Jan. 28 – Feb. 1</td>
<td>Continue Part 1</td>
</tr>
<tr>
<td>4</td>
<td>February 4-8</td>
<td>SAEA meetings; Possible guest speaker &amp; discuss project</td>
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<tr>
<td>5</td>
<td>Feb. 11-15</td>
<td>Finish Part 1 &amp; begin Part 2</td>
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<tr>
<td>6</td>
<td>Feb. 18-22</td>
<td>Take Exam 1 &amp; continue Part 2</td>
</tr>
<tr>
<td>7</td>
<td>Feb. 25 – March 1</td>
<td>1\textsuperscript{st} project check &amp; continue Part 2</td>
</tr>
<tr>
<td>8</td>
<td>March 4-8</td>
<td>Continue Part 2</td>
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<tr>
<td></td>
<td>Spring Break</td>
<td>March 11-15</td>
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<tr>
<td>9</td>
<td>March 18-22</td>
<td>Finish Part 2 &amp; begin Part 3</td>
</tr>
<tr>
<td>10</td>
<td>March 25-29</td>
<td>Take Exam 2 &amp; continue Part 3</td>
</tr>
<tr>
<td>11</td>
<td>April 1-5</td>
<td>2\textsuperscript{nd} project check &amp; continue Part 3</td>
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<tr>
<td>12</td>
<td>April 8-12</td>
<td>Continue Part 3</td>
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<tr>
<td>13</td>
<td>April 15-19</td>
<td>Finish Part 3 &amp; 3\textsuperscript{rd} project check</td>
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<tr>
<td>14</td>
<td>April 22-26</td>
<td>Take Exam 3 &amp; begin groups presentations</td>
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<tr>
<td>15</td>
<td>April 29 – May 3</td>
<td>Finish group presentations</td>
</tr>
<tr>
<td><strong>Finals</strong></td>
<td>May 7</td>
<td>Final exam</td>
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</tbody>
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