Course Syllabus
AGEC 3330 020– Agricultural Marketing and Price Analysis

Instructor: Kishor Luitel, Ph.D.
Email: kishor.luitel@angelo.edu
Phone: (325) 942-2027
Office: VIN 227, Vincent Building
Office Hours: Monday-Thursday, 3:00-4:00pm, or any time I am in my office with the door open.

Course Description
This course is design to provide students in understanding of the structure and working of the food marketing system, to examine how those systems affects farmers, consumers, and middleman, and to illustrate how this dynamic economics system has responded to technological, social, economic, and political changes over time.

To this end, I have split the material you will learn into 3 parts:

- Part 1 introduces the basic price analysis focuses on demand and supply, and elasticity
- Part 2 will continue elasticity and competition in food
- Part 3 focuses on price variation, food market and institutions.

Meeting Time & Location
Where: Vincent Nursing Physical Sci 263
When: Monday, Wednesday, and Friday; 10:00 am – 10:50 am

Required Technology, Skills, and Knowledge
I rely on Blackboard to deploy lecture materials, homework assignments, and extra credit opportunities. 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; and,

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.
Recommended Textbook

Grading
Your grade will be calculated based on the number of points you earn out of 900. 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 = 0-479 points

You will earn points based on your performance on the following tasks:

- Exams – 300 points
- Blackboard Assignments – 300 points
- Group work -100 point
- 1 Course Entry Tasks – 50 points
- 1 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.

Blackboard Assignments
During the course you will be required to complete 6 blackboard 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 assessment. 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 assessment 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 Tasks
You must complete an entry task on or before Friday, January 18. The purpose of these tasks is to make sure that you are aware of the course goals and policies, and that you are prepared to interact with the various technologies that we will be using in the course before you actually need them.

Completing the tasks will earn you 50 points toward your final grade. These points are largely effort-based; as long as you successfully complete each task you should earn full credit.

Course Exit Task (the final exam)
Hopefully, you will all earn high grades on each of the three midterms and will not need to use your final exam score as a part of your final grade. You 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.

Group work
The purpose of this project is to give you a real world understanding of price variation and marketing experience. Each group will be assign a commodity, where students are required to do following things.

- For each assigned commodity, you need to identify the complementary and substitute goods.
- Each week collect prices of the given commodity, its substitute goods, and complementary goods from either HEB or Walmart.
- Understand the advertising feature for the each brands/product and marketing strategies.
- The commodities are: Milk, Egg, Bread, Apples, Strawberries, and Pure Drinking Water 16.9 FL.OZ.
- You will be ask to submit randomly the weekly prices multiple time during the semester.

At the end of the semester, each group will be required to present their finding in the class. This assignment is worth 100 points.

Extra Credit
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.
Policy on Late Tasks and Assignments
An assignments submitted after their announced due date is considered late. Any of these assignments may be turned in late, but will be subject to a 50% grade penalty. The deadline to submit late assignments is Friday, April 26, before 12:00 midnight.

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 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. Luitel
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.
Example:

Subject: AGEC 3330 02: [issue]
Dear Dr. Luitel,

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 student to maintain complete honesty and integrity in their academic pursuits. Students are responsible for reading and understanding the policies set forth in the [Student Handbook](#).

**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 website](#). 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 and via Blackboard. Once announced, any such changes will supersede what is written in this syllabus.

Course Schedule
Below is an abbreviated version of the schedule for this course. Due dates for assignment 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. 14-18</td>
<td>Course orientation &amp; class begin</td>
</tr>
<tr>
<td>4</td>
<td>Feb 4-8</td>
<td>Exam 1</td>
</tr>
<tr>
<td>8</td>
<td>Mar 4-8</td>
<td>Exam 2</td>
</tr>
<tr>
<td>9</td>
<td>Mar 11-15</td>
<td>Spring Break</td>
</tr>
<tr>
<td>15</td>
<td>Apr 22-26</td>
<td>Exam 3</td>
</tr>
<tr>
<td>16</td>
<td>Apr 29-May 3</td>
<td>Presentation and Review for Final</td>
</tr>
<tr>
<td>Finals</td>
<td>May 6 at 10:30am</td>
<td>Final exam</td>
</tr>
</tbody>
</table>

i http://www.angelo.edu/student-handbook/
ii http://www.angelo.edu/services/disability-services/index.php