Angelo State University
Course Syllabus

Course Title: AGEC 3330- Agricultural Marketing

• Course Description: Fundamentals of agricultural marketing management and planning (input and output). Study the institutional differences between agricultural and non-agricultural marketing environments. Outline essential marketing function of buying, selling, transportation, storage, financing, standardization, pricing and risk bearing.

• Prerequisite: No prerequisites, but the ability to do simple calculations will be expected.

• Meeting Time and Location: TR 9:30am-10:45am, Academic 119

Instructor
Ms. English Ratliff M.Sc.
Email: eratliff@angelo.edu
Office: #226, Vincent Building
Office Hours: Monday-Wednesday, 2pm-3:30pm, by appointment, or any time that I am in my office with the door open.

Course Objectives
• Gaining factual knowledge (terminology, classifications, methods, trends)
• Learning fundamental principles, generalizations or theories
• Learning to apply course material (to improve thinking, problem solving, and decisions)

Student Learning Objectives:
Upon completing this course, you should be able to:
• apply the fundamental concepts and elements of agricultural marketing and price analysis to real life problems.
• demonstrate the uses of agricultural marketing and prices information to real life situations.
• explain the fundamental concepts and elements of agricultural marketing and prices applies within a global economy.

Method of Assessing Student Learning Outcomes:
Learning outcomes will be measured by imbedded questions in four exams, chapter homework, and in-class or online quizzes.
Textbook and Materials:
- Materials Required for course: Calculator
- Materials Optional for course: none

Course Policies:

Class attendance rules:
Attendance is essential to perform well in this class. Attendance will be taken randomly during the semester, but if an absence is necessary, please contact me before class begins. You are responsible for all material covered in class. If you miss class, you must contact a fellow student and get the notes. I will be happy to answer any questions; however, I will not reproduce the day’s lecture.

Course Grading Policies:

Grading Scale:
- A = 90 – 100
- B = 80 – 89
- C = 70 – 79
- D = 60 – 69
- F = 0 – 59

Examination Schedule:
- Exam #1 (100 points):
- Exam #2 (100 points):
- Exam #3 (100 points):
- Exam #4 (100 points):

Make-up exams will be given if 1) The instructor is informed prior to the exam and 2) the student can provide information (doctor’s note, etc…) about why the absence could not be avoided. The test must be made up within one week or it will be a zero.

Procedures for Determining Grades:
- 100 points per exam = 400 points
- 10 points per chapter on homework
- 5 points per in class quiz/project

Your grade = your total points / total points possible
There will be no make-up for quizzed, because the answers will be given in class after the quiz.

**Late homework will not be accepted and will receive a zero.** Also, students must show work on all homework or they will receive a zero.

**Extra Credit – Course Policy:**

There is currently no extra credit available in this course. However, if I find the need to allow extra credit, I will announce it in class. Do not ask.

**Policy on Missing a Deadline**

**General Policy**

It is vital that you regularly assess your knowledge of the material presented in this course if you want to accomplish the course learning goals. For this reason, every assessment must be completed by the date and time listed in the course schedule and in Blackboard to receive full credit. Late assignments will receive an automatic 50% reduction in their score.

**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.

**Policy on Missing a Due Date**

It is vital that you regularly assess your knowledge of the material presented in this course if you want to accomplish the course learning goals. For this reason, every assignment must be completed by the date and time announced in class to receive full credit. You may complete any of the assignments or course entry tasks after their due date; however, late assignments will receive an automatic 50% reduction in their score. The deadline to submit late assignments for partial credit is May 3 at 11:59 pm.

**Emailing the Instructor**

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: Your Name and Class- Blackboard is down**

Dear Ms. Ratliff,

I tried to log into Blackboard to complete the homework 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]

**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.

**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 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

**Title IX at Angelo State University**

The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including:
sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance.

Students are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator at:

Michelle Boone, J.D.
Director of Title IX Compliance/Title IX Coordinator
Mayer Administration Building, Room 210
325-942-2022
michelle.boone@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic and Counseling Center at 325-942-2173 or the ASU Crisis Helpline at 325-486-6345.

For more information about Title IX in general you may visit www.angelo.edu/title-ix.

Additional Information:

Announcements in class supersede any written statements.
Scheduled Chapters to be Covered:

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<thead>
<tr>
<th>Chapter</th>
<th>Topic</th>
<th>Homework</th>
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<tbody>
<tr>
<td>Ch. 1</td>
<td>About Economics</td>
<td>Problem Set 1</td>
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<tr>
<td>Ch. 2</td>
<td>Basic Price Analysis: Supply and Demand</td>
<td>Problem Set 2</td>
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<td>Ch. 3</td>
<td>Advanced Price Analysis: Mastering Supply Demand</td>
<td>Problem Set 3</td>
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<td>Exam 1</td>
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<td>Ch. 4</td>
<td>Advanced Price Analysis: Imperfect Competition</td>
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<td>Ch. 5</td>
<td>Agricultural Prices</td>
<td>Problem Set 5</td>
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<td>Ch. 6</td>
<td>The Food Marketing Channel</td>
<td>Problem Set 6</td>
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<td>Exam 2</td>
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<td>Ch. 8</td>
<td>International Agricultural Trade</td>
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<td>Ch. 9</td>
<td>Managing Price Through Futures Markets</td>
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<td>Ch. 10</td>
<td>Strategic Price Setting</td>
<td>Problem Set 9</td>
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<td>Exam 3</td>
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<td>Ch. 11</td>
<td>Creative Pricing Schemes</td>
<td>Problem Set 10</td>
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<tr>
<td>Ch. 13</td>
<td>The Firm as a Price Taker</td>
<td>Problem Set 11</td>
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<tr>
<td>Ch. 14</td>
<td>Agriculture and Society</td>
<td>Problem Set 12</td>
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Tentative Schedule:

As we go over the material, this schedule may change.

<table>
<thead>
<tr>
<th>Week(s)</th>
<th>Dates</th>
<th>Topics</th>
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<td>1 &amp; 2</td>
<td>January 13-26</td>
<td>Syllabus, Chapter 1-Chapter 2</td>
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<td>3 &amp; 4</td>
<td>January 27- February 9</td>
<td>Chapter 3 (no class on February 3 &amp; 5)</td>
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<td>5</td>
<td>February 10-16</td>
<td>Chapter 3</td>
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<td>February 17-23</td>
<td>Chapter 4</td>
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<td>7</td>
<td>February 24- March 1</td>
<td>Review and Exam 1 (chapters 1-3)</td>
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<td>8</td>
<td>March 2-8</td>
<td>Chapter 4, Chapter 5</td>
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<td>Spring Break</td>
<td>March 9-15</td>
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<td>9</td>
<td>March 16-22</td>
<td>Chapter 5, Chapter 6</td>
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<td>March 23-29</td>
<td>Chapter 6</td>
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<td>11</td>
<td>March 30- April 5</td>
<td>Review and Exam 2 (Chapter 4-6), Chapter 8</td>
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<td>12</td>
<td>April 6-12</td>
<td>Chapter 8, Chapter 9</td>
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<td>13</td>
<td>April 13-19</td>
<td>Chapter 10, Chapter 11</td>
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<td>14</td>
<td>April 20-26</td>
<td>Review and Exam 3 (Chapter 8-11)</td>
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<td>15</td>
<td>April 27- May 3</td>
<td>Review for final exam</td>
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<tr>
<td>Finals</td>
<td>May 4-7</td>
<td>Final exam on Thursday May 7,2020 8:00am-10:00am</td>
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