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:** MWF 10:00am-10:50am, Vincent Building 263

**Instructor**

Dr. English Ratliff  
Email: eratliff@angelo.edu  
Office: #226, Vincent Building  
Office Hours: Monday-Wednesday, 11:30am-12:30pm, 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 analysis and how 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.

How This Class Will Run: I am still trying to make sure that we have the exact number of students in the class before I decide how to run this class. I will let everyone know with an email the day before class at the latest.

Extra Credit – Course Policy:

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.

COVID-19 Policies

Required Use of Facial Coverings

As a member of the Texas Tech University System, Angelo State University has adopted the mandatory [Facial Covering Policy](#) to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

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 Dr. Ratliff,
I tried to log in to 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
Students are expected to maintain complete honesty and integrity in all work. Any student found guilty of any form of dishonesty in academic work is subject of disciplinary action and possible expulsion from ASU. The College of Science and Engineering adheres to the university’s Statement of Academic Integrity.ii

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 by filling out this 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 Angelo State’s Title IX website.
Additional Information:

Announcements in class supersede any written statements.
<table>
<thead>
<tr>
<th>Scheduled Chapters to be Covered:</th>
<th>Homework</th>
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<tbody>
<tr>
<td>Ch. 1 About Economics</td>
<td>Problem Set 1</td>
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<td>Ch. 2 Basic Price Analysis: Supply and Demand</td>
<td>Problem Set 2</td>
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<td>Ch. 3 Advanced Price Analysis: Mastering Supply Demand</td>
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<td>Exam 1</td>
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<td>Ch. 4 Advanced Price Analysis: Imperfect Competition</td>
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<td>Ch. 5 Agricultural Prices</td>
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<td>Ch. 6 The Food Marketing Channel</td>
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<td>Exam 2</td>
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<td>Ch. 8 International Agricultural Trade</td>
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<td>Ch. 9 Managing Price Through Futures Markets</td>
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<td>Ch. 10 Strategic Price Setting</td>
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<td>Ch. 11 Creative Pricing Schemes</td>
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<td>Exam 3</td>
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<td>Ch. 12 Consumer Behavior and Research</td>
<td>Problem Set 11</td>
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</tbody>
</table>
Tentative Schedule:

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

<table>
<thead>
<tr>
<th>Week(s)</th>
<th>Dates</th>
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<td>January 25-29</td>
<td>Syllabus, Marketing Intro</td>
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<td>3 &amp; 4</td>
<td>February 1-5</td>
<td>Chapter 1/Marketing Intro</td>
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<td>February 8-12</td>
<td>Chapter 2</td>
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<td>March 1-5</td>
<td>Review and Exam 1 (chapters 1-3)</td>
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<td>March 8-12</td>
<td>Chapter 4, Chapter 5</td>
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<td>March 15-19</td>
<td>Chapter 5, Chapter 6</td>
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<td>11</td>
<td>March 22-26</td>
<td>Chapter 6</td>
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<td>March 29- April 2</td>
<td>Review and Exam 2 (Chapter 4-6), Chapter 8</td>
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<td>April 5-9</td>
<td>Chapter 8, Chapter 9</td>
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<td>Review and Exam 3 (Chapter 8-11)</td>
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<td>April 26-30</td>
<td>Chapter 12</td>
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<td>17</td>
<td>May 3-7</td>
<td>Review for final exam</td>
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<tr>
<td>Finals</td>
<td>May 10-14</td>
<td>Final exam on Monday May 10, 2021 10:30 a.m. - 12:30 p.m</td>
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i [www.texastech.edu/downloads/ttus-policy-face-coverings.pdf](http://www.texastech.edu/downloads/ttus-policy-face-coverings.pdf)
iii [https://www.angelo.edu/current-students/disability-services/](https://www.angelo.edu/current-students/disability-services/)
iv [http://www.angelo.edu/incident-form](http://www.angelo.edu/incident-form)
v [https://www.angelo.edu/title-ix](https://www.angelo.edu/title-ix)