

AGEC 4306

International Agricultural Trade and Marketing



Instructor: Dr. English Ratliff

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Office: VIN 226, Vincent Building

Office Hours: Monday-Thursday 1:00pm-3:00pm

Course Information

Course Description

An overview of the economic, management, and marketing principles related to producing and selling agricultural products in an international environment. Course topics include the economics of international trade, the institutions involved in importing and exporting agricultural products, and the policies that govern international trade.

Meeting Time and Location: MWF 8:00 – 8:50 VIN 263

Student Learning Outcomes

Upon completion of this course, students will be able to:

- Gain proficiency in the foundational tools and concepts of international trade
- Understand major economic issues and problems facing food and fiber industries operating on an international scale.
- Identify key drivers of logistic performance such as facilities, inventory, transportation, information, sourcing, and pricing, food safety and food quality in a food chain.

Course Delivery

- Learning outcomes will be measured by three exams, chapter homework, and a final research paper.

Texts and Materials

The recommended textbook for this course is:

Reed, Michael R. 2016. International trade in agricultural products. Upper Saddle River, N.J. : Prentice-Hall.

Supplementary text:

Houck James, Elements of Agricultural Trade Policy, Waveland Press

References to additional supplementary materials will be made on a continuous basis.

You are expected to READ ALL ASSIGNED MATERIAL IN ADVANCE OF CLASS.

This is to ensure that you are able to actively engage with the instructor and your colleagues during lectures.

Communication

- I have an open-door policy, so if I am in you are welcome to stop by and ask questions. However, you are welcome to email me, and I will try to get back with you in 24 hours. If it is an emergency, make sure to email me as soon as possible so we both have a record. Since everyone has classes throughout the day, it is best to schedule an appointment to make sure that I'm in. If you make an appointment, please email me if you need to cancel it.
- My classes: MWF 8:00 and 10:00, TTH 9:30
- 1 hour before class I am prepping for class, which means I may not be able to sit down and answer questions; however, if it is a quick question, that usually is not a problem.

Contacting Dr. Ratliff

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. Ratliff,

I tried to log in to Blackboard to complete the homework, 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.

Grading

Evaluation and Grades

Course grades will be determined as indicated in the table below.

Assessment	Points per Assessment
Homework	10
In-Class Quiz	5
Exams	100
Final Trade Paper	100

Your grade = your total points / total points possible

Grading System

Course grades will be dependent upon completing course requirements and meeting the student learning outcomes.

The following grading scale is in use for this course:

- A = 90.00-100 points
- B = 80.00-89.99 points
- C = 70.00-79.99 points
- D = 60.00-69.99 points
- F = 0-59.99 points

Assignment and Activity Descriptions

Exams

See tentative schedule for exam times. There will be three exams based on the material that is covered in those weeks indicated by the tentative schedule.

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.

Homework

Homework will be assigned at the end of each chapter we cover.

Final Research Paper

At the end of the semester, you will be tasked with writing a research paper on international trade, beginning with the process of trading an agricultural commodity of your choice and then reflecting on what was learned in the class and how it applies to

the process. A rubric will be posted as well as instructions. There will be writing workshop days where you will be expected to bring in what you have written so far so changes can be made during these workshops.

General Policies Related to This Course

All students are required to follow the policies and procedures presented in these documents:

- [Angelo State University Student Handbook](#)¹
- [Angelo State University Catalog](#)²

Academic Integrity

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](#).³

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 website](#).⁴ 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

Incomplete Grade Policy

It is policy that incomplete grades be reserved for student illness or personal misfortune. Please contact faculty if you have serious illness or a personal misfortune that would keep you from completing course work. Documentation may be required. See ASU Operating Policy 10.11 [Grading Procedures](#)⁵ for more information.

Plagiarism

Plagiarism is a serious topic covered in ASU's [Academic Integrity policy](#)⁶ in the Student Handbook. Plagiarism is the action or practice of taking someone else's work, idea, etc., and passing it off as one's own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality. Resources to help you understand this policy better are available at the [ASU Writing Center](#).⁷

Student Absence for Observance of 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. See ASU Operating Policy 10.19 Student Absence for [Observance of Religious Holy Day](#)⁸ for more information.

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 Miller, J.D.
Special Assistant to the President and Title IX Coordinator
Mayer Administration Building, Room 210
325-486-6357
michelle.boone@angelo.edu

You may also [file a report online](#)⁹ 24/7.

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, visit the [Title IX website](#).¹⁰

Modifications to the Syllabus

This syllabus, including grade evaluation and course schedule, is subject to modification. In particular, the COVID-19 pandemic may require significant changes in course delivery and content on potentially short notice.

Scheduled Chapters to be Covered

MODULE 1: OVERVIEW OF THE WORLD FOOD SYSTEM AND AGRICULTURAL TRADE

- Introduction to agricultural trade and the world food system- Chapter 1
- Factors contributing to food prices
- Trends in international trade and international economic relations

ECONOMIC TOOLS FOR TRADE ANALYSIS

- Microeconomic foundations of trade
- Consumer behavior: indifference curve analysis, demand, elasticities
- Producer behavior: Production possibilities frontiers, cost of production, supply
- Market equilibrium, consumer and producer surplus

MODULE 2: THE BASIS AND GAINS FROM TRADE

- Reasons for Trade
- Trade and Technology: The Ricardo Model
- Trade and Resources: The Heckscher-Ohlin Model
- New Trade Theory
- Partial Equilibrium Model: Gains from Trade
- The 3 -panel diagram works in practice

MODULE 3: TRADE POLICIES

- Importer's perspective
 - tariffs and import quotas
- Domestic policies with trade implications
- price supports and deficiency payments
- Exporter perspective
- export subsidies and taxes
- spread-sheet models

MODULE 4: TRADE POLICY INSTITUTIONS AND PREFERENTIAL TRADE AGREEMENTS

- The General Agreement on Tariffs and Trade (GATT) /World Trade Organization (WTO) and agriculture
- Agricultural Issues in the WTO
- Overview of Preferential trade agreements

MODULE 5: International Marketing

- Distribution Systems
- Entry Strategies
- Product Pricing
- Finding Buyers, Agents, and Distributors
- Promotion Strategies
- Global Control and Decision-Making
- Export Marketing Plan - The Culmination of the Process

Final Research Paper is due Friday Dec. 10, 2021 by midnight (The day of the final)

Course Schedule

Date	Topic or Module	Homework
Week 1	Module 1	
Week 2	Module 1	Homework 1
Week 3	Module 2	
Week 4	Module 2	Homework 2
Week 5	Module 3	
Week 6	Module 3	Homework 3
Week 7	Module 4	
Week 8	Module 4	Homework 4
Week 9	Module 5	
Week 10	Module 5	Homework 5
Week 11	Final Paper	Topic
Week 12	Final Paper	Draft 1
Week 13	Final Paper	Draft 2
Week 14	Final Paper	Draft 3
Week 15	Final Paper	Draft 4

¹ <https://www.angelo.edu/current-students/student-handbook/>

² <https://www.angelo.edu/academics/catalog/>

³ <https://www.angelo.edu/live/files/27603-student-handbook-2020-21#page=96>

⁴ <https://www.angelo.edu/current-students/disability-services/>

⁵ <https://www.angelo.edu/content/files/14197-op-1011-grading-procedures>

⁶ <https://www.angelo.edu/live/files/27603-student-handbook-2020-21#page=96>

⁷ https://www.angelo.edu/current-students/writing-center/academic_honesty.php

⁸ <https://www.angelo.edu/content/files/14206-op-1019-student-absence-for-observance-of>

⁹ <http://www.angelo.edu/incident-form>

¹⁰ <https://www.angelo.edu/title-ix>