

AGEC 3330

Agricultural Marketing



Instructor: Dr. English Ratliff

Email: eratliff@angelo.edu

Office: #226, Vincent Building

Office Hours: Monday-Thursday 2:00pm-3:00pm

- 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 10:00-10:50 AM, TTH 8:00-9:15 AM and 11:00-12:15 AM
- 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.

Course Information

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.

Meeting Time and Location: MWF 10:00-10:50 AM, VIN 263

Student Learning Outcomes

Upon completion of this course, students will 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.

Course Delivery

This is a face-to-face course with online components that students are expected to access in Blackboard.¹

Cellphones are prohibited in this class. Computers are allowed for notetaking only. If I see social media or anything that is a distraction on your computer, you will not be allowed to use a computer for notes again. Make sure to always have notebook paper and a pencil/pen because we will be drawing graphs and I will expect those to be written down.

Required Texts and Materials

Agricultural Marketing and Price Analysis, First Edition, Pearson Prentice Hall, 2008, Norwood and Lusk.

Communication

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: AGE 3303 Blackboard is down

Dear Dr. Ratliff,

I tried to log in to Blackboard to look at this assignment, but the program is down for emergency maintenance. Have any other students encountered this issue? Considering the circumstance, would you please extend the assignment's due date?

Thank you,

[Your Name]

Grading

Evaluation and Grades

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

Procedures for Determining Grades:

100 points per exam

10 points per chapter on homework

5 points per in class quiz/assignment

Your grade = your total points / total points possible

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

Grading System

Course grades will depend on completing course requirements and meeting the student learning outcomes.

This course uses the following grading scale:

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 (Grades are not rounded up)

Assignment and Activity Descriptions

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.

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 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 6 at 11:59 pm.

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](#)²
- [Angelo State University Catalog](#)³

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](#).⁴

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](#).⁵ The employee charged with the responsibility of reviewing and authorizing accommodation requests is:

Dr. 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](#)⁶ for more information.

Plagiarism

Plagiarism is a serious topic covered in ASU's [Academic Integrity policy](#)⁷ 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](#).⁸

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](#)⁹ for more information.

Title IX at Angelo State University

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Miller, J.D. You may submit reports in the following manner:

Online: [Incident Reporting Form](#)¹⁰

Face to Face: Mayer Administration Building, Room 210

Phone: 325-942-2022

Email: michelle.miller@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State's policy please visit the [Title IX website](#).¹¹

Information About COVID-19

Please refer to ASU's [COVID-19 \(Coronavirus\) Updates](#)¹² web page for current information about campus guidelines and safety standards as they relate to the COVID-19 pandemic.

Modifications to the Syllabus

This syllabus, including grade evaluation and course schedule, is subject to modification on potentially short notice based on developing circumstances.

Course Schedule

Scheduled Chapters to be Covered:

Ch. 1 About Economics
Ch. 2 Basic Price Analysis: Supply and Demand
Ch. 3 Advanced Price Analysis: Mastering Supply Demand
Exam 1
Ch. 4 Advanced Price Analysis: Imperfect Competition
Ch. 5 Agricultural Prices
Ch. 6 The Food Marketing Channel
Exam 2

Ch. 8 International Agricultural Trade
Ch. 9 Managing Price Through Futures Markets
Ch. 10 Strategic Price Setting
Exam 3

Ch. 11 Creative Pricing Schemes
Ch. 13 The Firm as a Price Taker
Ch. 14 Agriculture and Society

Homework

Problem Set 1
Problem Set 2
Problem Set 3

Problem Set 4
Problem Set 5
Problem Set 6

Problem Set 7
Problem Set 8
Problem Set 9

Problem Set 10
Problem Set 11
Problem Set 12

¹ <https://blackboard.angelo.edu/>

² <https://www.angelo.edu/current-students/student-handbook/>

³ <https://www.angelo.edu/academics/catalog/>

⁴ <https://www.angelo.edu/live/files/27603-student-handbook-2020-21#page=96>

⁵ <https://www.angelo.edu/current-students/disability-services/>

⁶ <https://www.angelo.edu/content/files/14197-op-1011-grading-procedures>

⁷ <https://www.angelo.edu/live/files/27603-student-handbook-2020-21#page=96>

⁸ https://www.angelo.edu/current-students/writing-center/academic_honesty.php

⁹ [https://www.angelo.edu/content/files/14206-op-1019-student-absence-for-observance-](https://www.angelo.edu/content/files/14206-op-1019-student-absence-for-observance-of)
[of](#)

¹⁰ <https://www.angelo.edu/incident-form>

¹¹ <https://www.angelo.edu/title-ix>

¹² <https://www.angelo.edu/covid-19/>