

# AGEC 4381

## Food and Agricultural Sales

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Instructor: Dr. English Ratliff

Email: [eratliff@angelo.edu](mailto: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

Introduction to professional sales and best practices when selling in industries such as:

- Food Service Distribution
- Produce and Commodities
- Logistics and Transportation Services
- Agricultural Chemicals, Seed, and Feed

### Student Learning Outcomes

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

- Develop professional selling skills
- Prepare and deliver a business-to-business sales presentation for a product or service
- Improved critical thinking, problem solving, and interpersonal communication skills.

- Understand the importance of professional selling for business firms.
- Ability to apply the principles of professional sales and best practices in business-to-business sales.
- Understand the buying decision process for products or services in Business-to-Business situations.
- Ability to describe a potential customer's profile buyer type, buying situation, adoption of technology and social styles.
- Understand how to create and maintain customer relationships

## Course Delivery

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

## Required Texts and Materials

*ProSelling: A Professional Approach to Selling in Agriculture and Other Industries* (First Edition)

Copyright © 2011

W. Scott Downey, W. David Downey, Michael A. Jackson and Laura A. Downey, ISBN 978-0-9788952-1-1

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Chesterfield, MO 63017 636/728-1428 [www.AgriMarketing.com](http://www.AgriMarketing.com)

## 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: AGECE 4381 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

100 points per exam

100 points final professional sales presentation

10 points per homework/activity

5 points per in class quiz

Your grade = your total points / total points possible

There will be no make-up quizzes, because the answers will be given in class or posted online after the quiz.

Late homework will not be accepted and will receive a zero, unless there is a documented emergency or other arrangements have been made in advance. Also, students must show work on all homework or they will receive a zero.

### 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

This class is a work in progress and the syllabus will be updated as we go. We will have exams, homework, projects and these will be discussed in great detail in class.

## Attendance

You will have 5 free unexcused absences. If you go above this number, you will receive a reduction in your grade. The reason for this is because my plan is to have in class presentations from agricultural sales representatives and related jobs around the country. Your homework will be related to either these presentations or lectures that we have in class, so it is important that you are in class to receive this information. If you do miss a class, please get the notes from a classmate or make an appointment with me or see me during my office hours.

## 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](#)<sup>2</sup>
- [Angelo State University Catalog](#)<sup>3</sup>

## 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](#)<sup>4</sup> (Page 97).

## 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](mailto:ADA@angelo.edu). For more information about the application process and requirements, visit the [Student Disability Services website](#).<sup>5</sup>

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](mailto: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](#)<sup>6</sup> for more information.

## **Plagiarism**

Plagiarism is a serious topic covered in ASU's [Academic Integrity Statement](#)<sup>7</sup> 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](#).<sup>8</sup>

## **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](#)<sup>9</sup> 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](#)<sup>10</sup>

Face to Face: Mayer Administration Building, Room 210

Phone: 325-942-2022

Email: [michelle.miller@angelo.edu](mailto: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](#).<sup>11</sup>

## **Information About COVID-19**

Please refer to ASU's [COVID-19 \(Coronavirus\) Updates](#)<sup>12</sup> 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**

Tentative and will be posted on blackboard.

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<sup>1</sup> <https://blackboard.angelo.edu/>

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

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- 3 <https://www.angelo.edu/academics/catalog/>
  - 4 <https://www.angelo.edu/live/files/27603-student-handbook-2020-21#page=97>
  - 5 <https://www.angelo.edu/current-students/disability-services/>
  - 6 <https://angelo.policystat.com/policy/10659448/latest/>
  - 7 <https://www.angelo.edu/live/files/27603-student-handbook-2020-21#page=97>
  - 8 [https://www.angelo.edu/current-students/writing-center/academic\\_honesty.php](https://www.angelo.edu/current-students/writing-center/academic_honesty.php)
  - 9 <https://angelo.policystat.com/policy/10659368/latest/>
  - 10 <https://www.angelo.edu/incident-form>
  - 11 <https://www.angelo.edu/title-ix>
  - 12 <https://www.angelo.edu/covid-19/>