

Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title: **AGEC 244 Agricultural Marketing**

Number of credits: 3

Course Description: Study of the agricultural marketing system to include cash marketing, commodity futures trading, branded products merchandising and the interrelationship of the government and international trade.

Pre-/Co-requisites: None

Course Objectives: The purpose of this course is to help students become more comfortable discussing commodity markets and other agriculture-related markets. We will accomplish this by defining commonly used terminology in agricultural markets, learning about different tools for contracting products, and becoming more familiar with the process of buying and selling in agricultural markets.

1. Expand critical thinking competence.
 - a. Comprehend news articles, USDA reports, price reports, and other marketing materials.
 - b. Understand market fundamentals and be able to predict possible outcomes based on changes in market information.
 - c. Apply market fundamentals to commodity, livestock, and specialty crop markets.
2. Demonstrate problem-solving aptitude.
 - a. Identify the appropriate marketing tool(s) to use based on a given situation.
 - b. Develop a marketing plan based on information and tools available.

Instructor: Linda Burbidge, PhD

Office: Molberg 20

Office Hours: MW 9am – 11am; TH 2pm to 3pm, Or by appointment

Phone:228-5442

Email: Linda.Burbidge@dakotacollege.edu

Lecture Schedule: 11:00am – 12:15pm TH Molberg 28

Textbook(s):

Required Texts: Norwood, F.B. and Lusk, J.L. 2008. Agricultural Marketing and Price Analysis. Prentice Hall, Upper Saddle River, NJ.

Chafin, D. G. and Hoepner, P.H. 2002. Commodity Marketing from a Producer's Perspective. 2nd Ed. Interstate Publishers Inc., Danville Il.

Optional Texts: Usset, E. 2010. Grain Marketing is Simple (It's just not easy). Center for Farm Financial Management, University of Minnesota.

Course Requirements: Students are expected to read the text and come to class prepared to listen and discuss during the lectures. Points will come from homework, in-class assignments, a pre-test, 2 midterm exams, a course project, and a final exam. The breakdown will be as follows:

Homework = 20%
Professionalism = 10%
Pre-test = 10%
Course Project = 15%
Quizzes = 15%
Midterm 1 = 10%
Midterm 2 = 10%
Final Exam = 10%

Homework: There will be a combination of assigned and in-class homework. We will work on some assignments together in class to make sure we are all on the same page. It is crucial for our commodity marketing segment of the class that we share a common language and these activities will help us build that language. Assigned homework must be submitted on time to receive full credit. Late homework will be accepted with a deduction of 20%.

Course Project: Students will develop a marketing plan for an agricultural business. More details forthcoming.

Quizzes: There will be 6 quizzes throughout the semester. This will allow the instructor to identify gaps in lecture coverage and shortcomings in student learning.

Pre-test: The first 2 weeks of class will cover basic economic concepts that heavily relate to agricultural markets. The information covered will help us get grounded in our understanding of the interdependence in agricultural markets. Following this we will have a short pre-test to assess student understanding.

Exams: There will be 3 exams (2 midterms and a final) over the material covered during the semester.

*Make up exams are offered only under extenuating circumstances. All make-up exams should be taken within a week of the missed exam.

Grading and Evaluation:

Total Point Percentage	Letter Grade
90% and ↑	A
80% - 89.99%	B
70% - 79.99%	C
60% - 69.99%	D
59.99% and ↓	F

Tentative Course Outline*:

Week	Segment	Topics
Jan 13 - 17	Market Fundamentals	Supply and Demand Review
Jan 20 - 24		Supply and Demand Review
Jan 27 - 31	Commodity Marketing	Marketing Concepts/Tools
Feb 3 - 7		Marketing Tools
Feb 10 - 14		Future Markets
Feb 17 - 21		Futures Markets/Options
Feb 24 - 28		Pricing Strategy
Mar 2 - 6		Basis
Mar 9 - 13		Spring Break Week
Mar 16 - 20		Livestock Marketing
Mar 23 - 27		Marketing Plans
Mar 30 - Apr 3		
Apr 6 - 10	Product Marketing	Specialty and Other Ag Product marketing challenges
Apr 13 - 17		Specialty and Other Ag Product marketing challenges
Apr 20 - 24		Special Topics in Ag marketing
Apr 27 - May 1		Marketing Plans revisited
May 4 - May 8		Final Exam**

*This outline is subject to change.

**IVN Finals must be given one week prior to the administrative finals week.

Relationship to Campus Theme: This course supports the campus theme of “Nature, Technology and Beyond” by fostering the skills and knowledge necessary to utilize natural, human and technological resources successfully and confidently.

Classroom Policies: Be respectful of other students, instructors, and guests. Use of *cell phones* and other *electronic devices* is prohibited during exams AND lectures.

Student Email Policy: Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student’s campus-assigned email address will be the only one recognized by the campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

Academic Integrity: All students are expected to adhere to the highest level of academic integrity. Dishonesty and plagiarism with assignments, projects, or exams is a serious offense and is subject to disciplinary action by the instructor and college administration. For more information refer to the student handbook.

Disabilities and Special Needs: Any students with disabilities or other special needs, who need special accommodations in this course are invited to share these concerns or requests with the instructor and the Learning Center (701-228-5479) as soon as possible.

Title IX: Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the college as a whole. If you have experienced any form of gender or sex-based discrimination or harassment, including non-consensual sexual intercourse, sexual harassment, relationship violence, or stalking, know that help and support are available.

DCB has staff members trained to support survivors in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The College strongly encourages all students to report any such incidents to the College Title IX Coordinator.

Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if you tell a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member **must** share that information with the College’s Title IX Coordinator. If you wish to speak to a confidential employee who does not have this reporting responsibility, you can find a list of resources on the Title IX website.

www.dakotacollege.edu/student-life/safety/title-ix