

**AGRI 1325**  
**Marketing Agricultural Products**  
AGRICULTURE  
SCIENCE  
DIVISION OF ARTS AND SCIENCES  
SOUTH PLAINS COLLEGE  
Spring 2018  
Ron Presley

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**Office Hours:**

Monday 1:00 – 4:00  
Levelland

Tuesday 9:30 – 11:00  
Reese

Thursday 9:30 – 11:00  
Reese

Friday 9:00 – 12:00  
Levelland

**TEXT:**

Custom Book for AGRI 1325: Agricultural Economics, Third Edition, H. Evan Drummond, John Goodwin. Pearson Education, Inc.

**ATTENDANCE / TARDY POLICY:** Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment

**MISSED EXAM POLICY:**

The lowest grade that is earned on any one of the first three exams will be dropped. The fourth and final exam cannot be missed. There will be no make-up exams.

**GRADES:**

3 EXAMS	300 PTS.
LAB	100 PTS.
ATTENDANCE (- 10)	100 PTS.
COMPREHENSIVE FINAL	200 PTS.
	700 PTS.

A - 90% - 720 PTS.  
B - 80% - 640 PTS.  
C - 70% - 560 PTS.  
D - 60% - 480 PTS.  
F - < 60%.

**CLASSROOM CONDUCT:**

Within the classroom setting, a "Business Etiquette" code of conduct will be expected of each student. Language and appearance that is appropriate to an adult oriented educational setting will be expected. Gentlemen will remove hats and caps. No tobacco usage.

**EXAM SCHEDULE:** To Be Announced.

**Supplies:** Calculator

**Course Description:** The distribution of farm goods from producer to consumer, kinds of markets, food processing, wholesaling and retailing, financing and price systems, market news, cooperatives in marketing, marketing orders, and applications of economic principles to marketing problems.

**CORE OBJECTIVES TO BE ADDRESSED:**

Communication – to include effective written, oral and visual communication

Critical Thinking Skills – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

Empirical and Quantitative Skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

Teamwork Skills – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

**PREREQUISITES:** None

**Course Purpose:** The primary objective of this course is to introduce the Agricultural student to the nature and role of the food and fiber marketing system in the United States and the world. Material will cover the costs of Food marketing and the contribution of the food and fiber marketing industry to the national and world economy.

The course will help the student better understand marketing utilities and the productive nature of marketing. The student will also examine the nature of farming as it influences food Marketing. Farm programs, commodity organizations and consumer groups will also be introduced. Material in concern of obtaining credit, money management and the cost of borrowed money will be discussed.

The marketing of Grain and Cotton, two main crops in this part of the State, will be specifically studied. The discussion will include the fashion industry, health food and consumer groups affecting the marketing of grain and cotton from the producer to the elevator or mill, but also the retail techniques along with futures trading and hedging.

**Course Requirements:** The student is expected to do each of the following:

- Attend all lectures
- Read the assigned chapters.
- Take notes in class.
- Participate in class discussions.

Complete assigned outside reading material and work.  
Complete exams at assigned dates.

**Student Learning Outcomes:** Upon completion of this course, the student will show competence in the course objectives listed below:

### **Agricultural Marketing: An Introduction**

Agribusiness  
Behavioral Systems Approach  
Consumer Sovereignty  
Functional Approach  
Institutional Approach  
Macro marketing  
Marketing Channel  
Micro Marketing  
Micro Procurement

### **The Competitive Environment**

Diseconomies of Size  
Imperfect Competition  
Industry  
Law of Demand  
Law of Supply  
Market Model  
Monopolistic Competition  
Oligopoly  
Perfect Competition  
Price Leader  
Price Maker  
Price Taker  
Product Differentiation

### **Trade Issues**

US Foodways  
US Trade Structure  
Understanding World Trade Issues  
NAFTA: A Success or Failure  
How trade Agreements Help US Agriculture  
WTO Trade Negotiations  
International Markets

### **Commodity Specific Marketing**

Cotton  
Sorghum  
Livestock

### **Futures Marketing**

Commodity Contracts  
Chicago Mercantile Exchange  
Speculation  
Hedging  
Technical Traders  
Fundamental Traders

**DIVERSITY STATEMENT:** In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

**ADA Statement:** Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office through the Guidance and Counseling Centers at Reese Center (Building 8) [716-4606](tel:716-4606), or Levelland (Student Services Building) [716-2577](tel:716-2577).

**Note to students with disabilities:** If you have a disability-related need for reasonable academic adjustments in this course, provide the instructor with a letter of accommodation from the Disability Services Office. If you need immediate accommodations or physical access, please arrange to meet with the Disability Services Office before the next class meeting.