



# Marketing of Agricultural Products AGRI 1325 F2F

## Course Syllabus: SPRING 2021

*“Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed.”*

**Instructor: Chad Henry**  
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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
	7:30-8:00	7:30-8:00 1:00-4:30	7:30-8:00	7:30-8:00 9:30-11:00 1:00-4:00	By Appointment	By Appointment

***This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.***

*Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.*

**Course Description:** Essential marketing functions in the movement of agricultural commodities and products from producer to consumer.

**Prerequisite(s):** None

**Student Learning Outcomes:**

1. Students will be able to define marketing and explain why we have a food marketing system.
2. Students will be able to explain how the food marketing system adds value to farm products by creating time, form, place, and possession utility.
3. Students will be able to explain why we trade goods with other countries.
4. Students will understand the consequences of farmers and ranchers being in nearly perfect competition.
5. Students should be able to identify the different types of competition in the food and agriculture markets.

**Evaluation/Grading Policy:**

Grades will be computed as follows:

(3) Exams:	60%
Assignments/Quizzes	10%
Class Participation:	10%
Projects:	20%

The grading scale below will be used to determine your final grade.

Points	grade
90-100	A
80- 89	B
70- 79	C
60- 69	D
BELOW 59%	F

**Exams:**

There will be 3 exams that count for 60% of your overall grade.

**Assignments/Quizzes**

We will have both announced and unannounced quizzes during the semester, along with group and individual assignments.

**Class Participation:**

Class participation is based on attendance, classroom discussion, assignments, and participation.

**2 Group Projects:**

The first group project, **Farmer to Consumer**, is a detailed report on the marketing channels a raw farm product has to go through to get to a consumer. Each group will select a food and they will have to explain in detail how that food went from the farmer to the consumer. Your grade will be based on the details included, presentation, and effort. You will present your project to the class on March 24, 2021.

The second group project, **Marketing Plan**, is to develop a marketing plan for an agriculture product. You will have to develop a product name, target group, and a plan to get the product from the producer to the consumer. Your grade will be based on creativity, branding, marketing detail, presentation, and overall effort. You will present your project to class on April 21, 2021.

**Required Instructional Materials:** *Marketing of Agricultural Products*, 9<sup>th</sup> Edition, Richard Kohls and Joseph Uhl

**Publisher:** Prentice Hall Publishers

**ISBN Number:** 0-13-010584-8

**Optional Instructional Materials:** None

**Minimum Technology Requirements:** none

**Required Computer Literacy Skills:** none

**Course Structure and Overview:**

Class attendance is required. If you have more than three unexcused absences, you should consult with me about your grade. Anyone who wishes to withdraw from class must take the responsibility to formally drop with the Registrar; otherwise a failing grade will be given.

**Communications:** Remind App and email will be the official class communication method

**Institutional/Course Policy:**

Class attendance is required. If you have more than three unexcused absences, you should consult with me about your grade. Anyone who wishes to withdraw from class must take the responsibility to formally drop with the Registrar; otherwise a failing grade will be given.

**Alternate Operations During Campus Closure and/or Alternate Course Delivery Requirements**

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, it may be necessary for Northeast Texas Community College to move to altered operations. During this time, Northeast Texas Community College may opt to continue delivery of instruction through methods that include, but are not limited to, online through the Blackboard Learning Management System, online conferencing, email messaging,

and/or an alternate schedule. It is the responsibility of the student to monitor NTCC's website (<http://www.ntcc.edu/>) for instructions about continuing courses remotely, Blackboard for each class for course-specific communication, and NTCC email for important general information.

Additionally, there may be instances where a course may not be able to be continued in the same delivery format as it originates (face-to-face, fully online, live remote, or hybrid). Should this be the case, every effort will be made to continue instruction in an alternative delivery format. Students will be informed of any changes of this nature through email messaging and/or the Blackboard course site.

**NTCC Academic Honesty/Ethics Statement:**

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

**ADA Statement:**

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to request accommodations. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations page on the NTCC website.

**Family Educational Rights and Privacy Act (FERPA):**

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

**Tentative Course Timeline (\*note\* instructor reserves the right to make adjustments to this timeline at any point in the term):**

Week 1	Introduction to food marketing
Week 2	Analyzing agricultural and food markets
Week 3	Agricultural production and marketing
Week 4	Food consumption and marketing
Week 5	Food processing and manufacturing
Week 6	Food wholesaling and retailing and the international food market
Week 7	Price analysis and the exchange function and competition in food markets
Week 8	Farm and food prices and food marketing costs
Week 9	Cooperatives in the food industry
Week 10	Market development and demand expansion
Week 11	Market and bargaining power

Week 12	Market information
Week 13	Risk management and the futures market
Week 14	Livestock and meat marketing
Week 15	Milk, dairy, poultry, and egg marketing
Week 16	Grain, cotton, and textile marketing