

**South Plains College**  
**Common Course Syllabus: AGRI1325\_ALL\_SP2020**  
**Revised 01/08/2020**

**Department:** Science

**Discipline:** Agriculture

**Course Number:** AGRI 1325

**Course Title:** Marketing of Agricultural Products

**Available Formats:** Conventional.

**Campuses:** Levelland, Reese.

**Instructor** Ron Presley  
 Agricultural Building  
 Office 100B  
 806-716-2328

Preferred Contact: Through e-mail on Blackboard

Reese Building 8 Office 826-A

**Office Hours:**

Monday – Levelland Office            1:30 – 4:00    Online

Tuesday – Reese Office                11:00 - Noon

Thursday- Reese Office                11:00- Noon

Friday – Levelland Office              9:00 - Noon

Levelland

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

**Prerequisite:** None

**Credit:** 3 **Lecture:** 3 **Lab:** 0

**Textbook:** None Required.

**Supplies:** Device allowing student the capability to use the internet.

**Student Learning Outcomes** Upon successful completion of this course, students will:

- 1.Explain the essential marketing functions of buying, selling, transporting, storing, financing, standardizing, pricing, and risk bearing.
- 2.Apply economic principles to the marketing of agricultural products.
- 3.Identify alternatives in marketing of agricultural commodities/products.
- 4.Examine the structure of agricultural markets.

**Course Objectives**

**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

### **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 hoods, hats and caps. No tobacco usage. NO cell phones.

E-Mails will be answered within 24 hours.

I will not serve as a student's secretarial staff.

Meaning, "Hey, is there a Chemistry class at Reese next semester at 9:00 AM?" Since this is a question that the student can easily look up, I will not feel compelled to spend my time in looking up the answer.

I expect educated and professional grammar, punctuation, spelling and form.  
 Meaning, "Dude, I gotta get acct. @Reese, find 1 4 me." This will not be answered. Until we are close friends, I am Mr. Presley, and the rest speaks for itself.

You are ALWAYS welcome to contact me or come by my office.

**Student Learning Outcomes Assessment:** A pre- and post-test and/or a writing assignment rubric will be used to determine the extent of improvement that the students have gained during the semester.

**Course Evaluation:** There will be weekly assignments worth 100 points each.. At the end of the semester, points earned by the student will be divided by points available to be earned. For example, if the student has earned 1100 of 1200 points available,  
 $1100/1200 = .92$  Thus the student would achieve a 92% which is an "A" in the class.

90% - 100% = A  
 80% - 90% = B  
 70% - 80% = C  
 60% - 70% = D  
 Below 60% = F

*Late assignments will not be accepted unless the student received Instructor approval prior to the due date.*

**Attendance 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.]*

**Plagiarism and Cheating:** Students are expected to do their own work on all projects, quizzes, assignments, examinations, and papers. Failure to comply with this policy will result in an F for the assignment and can result in an F for the course if circumstances warrant.

Plagiarism violations include, but are not limited to, the following:

1. Turning in a paper that has been purchased, borrowed, or downloaded from another student, an online term paper site, or a mail order term paper mill;
2. Cutting and pasting together information from books, articles, other papers, or online sites without providing proper documentation;
3. Using direct quotations (three or more words) from a source without showing them to be direct quotations and citing them; or
4. Missing in-text citations.

Cheating violations include, but are not limited to, the following:

1. Obtaining an examination by stealing or collusion;
2. Discovering the content of an examination before it is given;
3. Using an unauthorized source of information (notes, textbook, text messaging, internet, apps) during an examination, quiz, or homework assignment;
4. Entering an office or building to obtain unfair advantage;
5. Taking an examination for another;
6. Altering grade records;
7. Copying another's work during an examination or on a homework assignment;
8. Rewriting another student's work in Peer Editing so that the writing is no longer the original student's;
9. Taking pictures of a test, test answers, or someone else's paper.

**Student Code of Conduct Policy:** Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

**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.

**Disability 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 at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

**Nondiscrimination Policy:** South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

**Title IX Pregnancy Accommodations Statement** If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Director of Health and Wellness at 806-716-2362 or email [cgilster@southplainscollege.edu](mailto:cgilster@southplainscollege.edu) for assistance.

**Campus Concealed Carry:** Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php>  
Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

**SPC Bookstore Price Match Guarantee Policy:**

If you find a lower price on a textbook, the South Plains College bookstore will match that price. The difference will be given to the student on a bookstore gift certificate! The gift certificate can be spent on anything in the store.

If students have already purchased textbooks and then find a better price later, the South Plains College bookstore will price match through the first week of the semester. The student must have a copy of the receipt and the book has to be

in stock at the competition at the time of the price match.

The South Plains College bookstore will happily price match BN.com & books on Amazon noted as *ships from and sold by Amazon.com*. Online marketplaces such as *Other Sellers* on Amazon, Amazon's Warehouse Deals, *fulfilled by* Amazon, BN.com Marketplace, and peer-to-peer pricing are not eligible. They will price match the exact textbook, in the same edition and format, including all accompanying materials, like workbooks and CDs.

A textbook is only eligible for price match if it is in stock on a competitor's website at time of the price match request. Additional membership discounts and offers cannot be applied to the student's refund.

Price matching is only available on in-store purchases. Digital books, access codes sold via publisher sites, rentals and special orders are not eligible. Only one price match per title per customer is allowed.

Note: The instructor reserves the right to modify the course syllabus and policies, as well as notify students of any changes, at any point during the semester.