

AGRI_1325_001_PRESLEY_SP2024
Marketing Agricultural Products

DIVISION OF ARTS AND
SCIENCES
SOUTH PLAINS COLLEGE
Ron Presley
Agricultural Building
Office 100B
806-716-2328
Preferred Contact: Through e-mail.
RPresley@SouthPlainsCollege.Edu

Office Hours:

Monday 1:00 – 3:00
Tuesday 1:00 – 3:00
Thursday 1:00 – 3:00
Friday 9:00 – Noon

TEXT:

No text is required for this course.

ATTENDANCE / TARDY POLICY: Students are expected to attend all classes 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 The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.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and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor.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:

10 EXAMS	1,000
COMPREHENSIVE FINAL	<u>200</u>
	1,200

A - 90% .
B - 80% .
C - 70%
D - 60%
F - < 60%.

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.

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
Agricultural Marketing

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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.

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.
10. **For information regarding official South Plains College statements about intellectual exchange, disabilities, non-discrimination, Title IX Pregnancy Accommodations, CARE Team, and Campus Concealed Carry, please visit <https://www.southplainscollege.edu/syllabusstatements/>.**

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.

COVID/ Mask Statement: It is the policy of South Plains College for the Spring 2021 semester that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the SPC community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings while in SPC buildings including in classrooms, labs, hallways, and restrooms. Failure to comply with this policy may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Dean of Students on the Levelland campus or the Dean/Director of external centers for Student Code of Conduct Violation. Students who believe they have been exposed or may be COVID-19 positive, must contact Health Services, DeEtte Edens, BSN, RN at (806) 716-2376 or dedens@southplainscollege.edu.

Diversity Statement: In this class, the teacher will establish and support an environment that values and nurtures individual and group difference 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 time during the semester.