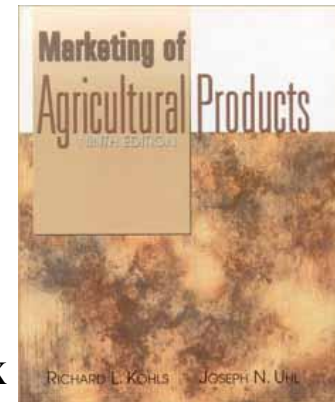


ABUS311: Agricultural Markets and Pricing

Instructor:	Dr. Baohui Song
Office location:	PLMS 229
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E-mail:	abus311@gmail.com
Office hours:	MW 9:30-12:00 or by appointment.
Class days and times:	MWF 1:00PM—1:50PM
Classroom:	PLMS 329
Prerequisites:	ABUS 101 or ECON 103

I. Textbook and Readings

Required Text Book: *Marketing of Agricultural Products*,
by Richard L. Kohls & Joseph N. Uhl, Prentice-Hall, Inc Upper Saddle
River, New Jersey.



II. Special Notes:

- i. Please use abus311@gmail.com for communication with me in this class. In addition, please use proper subject when you send me an email, for example “Homework Question”, “Quiz Grade Inquiry”, “Absence”, etc. **PLEASE KEEP ALL YOUR EMAILS IN THE BOX FOR THE SEMESTER.**
- ii. Please check our class website (Vista) the day before class day regularly, some homework due reminder or quiz announcement will be posted on Vista.
- iii. Please Print the PowerPoint slides by yourself and bring it to class.
- iv. Read all the homework, research project or other instructions carefully before you work on them. If you don’t understand the question, please ask. **DO NOT** make your own assumptions.
- v. Please keep all the homework and quizzes for the semester.
- vi. **DO NOT CHEAT IN ANY FORMAT.**

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III. Course Description and Goals

The purpose of this course is to familiarize students with economic principles and some basic marketing tools used to market agricultural products. This course will cover the function, structure, and operation of agricultural markets, specifically focusing on main California crops and livestock. Student learning outcomes (SLO) of this course include:

- 1) To understand the meaning, the structure, and the functions of agricultural marketing system;
- 2) To understand the marketing mix (4 Ps and 4Cs) and its application in different sectors in this system;
- 3) To understand the basics of risk management tools, focusing on Futures and Options markets;
- 4) To be able to apply various decision analysis techniques to specific agricultural marketing situations.

IV. Academic Grading

There will be 500 total points possible. Students will be graded on the basis of study assignments (80 points, 16%), in-class quizzes (90 points, 18%), student research and presentations (90 points, 18%), a mid-term exam (100 points, 20%), a final exam (100 points, 20%), and attendance (40 points, 8%). Final grades will be based on the following performance standards:

93% - 100% A	73% - 76% C
90% - 92% A-	70% - 72% C-
87% - 89% B+	65% - 69% D+
83% - 86% B	60% - 64% D
80% - 82% B-	0% - 59% F
77% - 79% C+	

V. Course Administration

A. Prerequisites

ABUS 101 or ECON 103

B. Course Organization

This course will use lectures, class discussions, handouts, study assignments, and student presentations to explore agricultural marketing system and related issues.

C. Homework (80 Points, 16%)

There will be 4 homework assignments for this class with 20 points each. Total points are 80. These assignments allow students to demonstrate their knowledge and understanding of the topics covered in class. Some assignments will also be on the topic not covered in class, but need to be read by students after class. Assignment due dates will be clearly specified on the assignment sheet. All homework assignments will be posted on Vista; hardcopies of homework **WILL NOT** be handed out in class. Students are expected to finish their homework individually. Any

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copies either whole or part of other students' homework will result in **ZERO** point for that homework.

It is the policy of the agribusiness faculty to **NOT ACCEPT** late graded items of any type. Excused lateness (i.e. jury duty, previous university commitment, field trip for other classes, serious sickness, etc.) for a graded item requires written notice (**See G**) personally delivered to the instructor well **in advance** of the scheduled due date. Failure to notify the instructor of an impending absence in advance will result in an at least 50% deduction of the graded points.

D. In-class Quizzes (90 Points, 18%)

There will be 7 quizzes for this class with 15 points each. The lowest quiz will be dropped when calculate your final points on quizzes. The total points for in-class quizzes will be 90 points.

Quizzes might be UNANNOUNCED QUIZZES, some may be given in the beginning of the class, and some may be given at the end of the class. Make-up quiz will be given only for those who have an excused absence (see III C above) and have told the instructor in advance.

E. Student Research and Presentations (90 Points, 18%)

This part includes three components. The first one is an article review and presentation (20 points). Each student should choose an article and write a review. The article must pertain to an agricultural input, commodity, service, or any marketing related perspectives from newspapers, industry magazines, or reputable web sites. The written review is 10 points, and the following presentation is 10 points.

The second one is a marketing plan design project. This is a group project, each group will prepare a marketing plan for a local farm/or a local product. The written report is 15 points, and the presentation is 10 points.

The third one is the Textbook chapter presentation (45 points). This presentation is a group work. Each group (or two groups for longer chapter) will randomly select a Chapter from our textbook (Chapter 23-29, excluding 28). And present that chapter to class. Each group is required to submit their PowerPoint slides and each student will present part of that chapter.

Detailed information will be given in separate handouts.

F. Examinations (200 Points, 40%)

There will be two examinations during the semester. Each examination is worth 100 points. Material covered in lectures, discussions, handouts, readings, etc. will be fair game for each examination. Exam questions will consist of multiple choices, short answers or essays, and problem solving (mathematical and graphical analysis). **The final examination is comprehensive but focusing on the second part of the lectures.** Accommodations will be made for make-up examinations **ONLY FOR** an excused absence (see III C above). The tentative dates for all examinations (including the final) are listed at the end of this syllabus. The time and date for the final examination **WILL NOT** be changed to accommodate personal situations.

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G. Attendance (40 Points, 8%)

There will be 40 points for class attendance. If you miss one class, you will lose 5 points. If you have any **excused absence** (i.e. jury duty, previous university commitment, field trip for other classes, serious sickness, etc.), you must notify your instructor in advance and fill an Excused Absence Note (available from your instructor). You can use this absence note for up to three times for the whole semester. Otherwise you will lose 5 points each time. The total points you can lose are 40. **IF YOU MISS CLASS 10 TIMES, INCLUDING EXCUSED ABSENCES, YOU WILL FAIL THIS CLASS AUTOMATICALLY.**

Excused Absence Note

Name: _____ Date of Missing Class: _____

For Course, ABUS311

Reason:

Student Signature: _____

Submitting Date: _____

H. Expected Student Behavior in the Classroom

- i. All students are expected to attend each class and show up on time, finish all the homework assignments, and participate in class discussion actively.
- ii. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.
- iii. All class participants are expected to exhibit respectful behavior to other students and the instructor. Students may not read other materials (newspapers, magazines) during class nor should they carry on personal discussions with their peers during lectures, presentations, etc.
- iv. Students are expected to turn off all pagers, cell phones and other electronic devices during class time. **NO TEXT MASSAGING IN CLASS!!!**
- v. Leave a few seats open next to the door for those who enter late or must leave early.

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I. University Policies and Campus Resources

i. Dropping and Adding

You are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. found <http://www.csuchico.edu/catalog/>. You should be aware of the new deadlines and penalties for adding and dropping classes.

ii. Academic Integrity

Students are expected to be familiar with the University's Academic Integrity Policy. Your own commitment to learning, as evidenced by your enrollment at California State University, Chico, and the University's Academic Integrity Policy requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Student Judicial Affairs. The policy on academic integrity and other resources related to student conduct can be found at: <http://www.csuchico.edu/sjd/integrity.shtml>.

iii. Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Students with disabilities requesting accommodations must register with the DSS Office (Disability Support Services) to establish a record of their disability.

Special accommodations for exams require ample notice to the testing office and must be submitted to the instructor well in advance of the exam date.

iv. Student Services

Student services are designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. Students can find support for services such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. Student services information can be found at: <http://www.csuchico.edu/current-students>.

v. Disability Services

If you need course adaptations or accommodations because of a disability or chronic illness, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Please also contact Disability Support Services (DSS) as they are the designated department responsible for approving and coordinating reasonable accommodations and services for students with disabilities. DSS will help you understand your rights and responsibilities under the Americans with Disabilities Act and provide you further assistance with requesting and arranging accommodations. The Disability Support Services website is <http://www.csuchico.edu/dss>.

vi. Student Learning Center

The mission of the Student Learning Center (SLC) is to provide services that will assist CSU, Chico students to become independent learners. The SLC prepares and supports students in their college course work by offering a variety of programs and resources to meet student needs. The SLC facilitates the academic transition and retention of students from high schools and community colleges by providing study strategy information, content subject tutoring, and

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supplemental instruction. The SLC is online at <http://www.csuchico.edu/slc>. The University Writing Center has been combined with the Student Learning Center.

VI. COURSE OUTLINE AND CONTENT

Part I: The Framework of the Marketing Problem

Introduction to Food Marketing (Chapter 1)

Analyzing Agricultural and Food Markets (Chapter 2)

Agricultural Production and Marketing (Chapter 3)

Part II: Food Markets and Institutions

Food Consumption and Marketing (Chapter 4)

Food Processing and Manufacturing (Chapter 5)

Food Wholesaling and Retailing (Chapter 6)

Part III: Functional and Organizational Issues

Risk and Future Market (Chapter 20)

Part IV: Prices and Marketing Costs

Competition in Food Markets (Chapter 9)

Part V: Commodity Marketing (Student Presentation)

Livestock and Meat Marketing (Chapter 23)

Milk and Dairy Product Marketing (Chapter 24)

Poultry and Egg Marketing (Chapter 25)

Grain Marketing (Chapter 26)

Cotton and Textile Marketing (Chapter 27)

Fruit and Vegetable Marketing (Chapter 29)

Midterm: March 16, 2012, Friday, class time.

Final: Wednesday – May 16, 2012 (2:00PM-3:50 PM)