

Agricultural Markets and Pricing (ABUS 311)

Class Meets: TR 12:30-1:45 PLMS 329

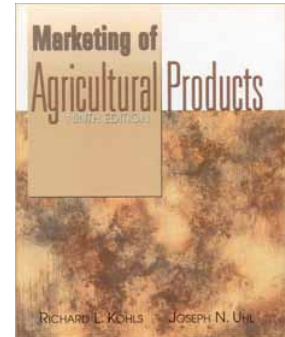
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Office Hours: TR 11:00 a.m. to 12:00p.m. or by appointment. R 4-5p.m.



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

I. Course Description and Objectives

The purpose of this course is to familiarize students with economic principles used to market agricultural products. This course will cover the function, structure, and operation of agricultural markets, specifically focusing on California crops and livestock. Objectives of this course include: 1) To describe the role and importance of marketing to the agricultural and consumer sectors of the California and U.S. economies; 2) To investigate current agricultural marketing issues for California commodities; and 3) To apply various decision analysis techniques to specific agricultural marketing situations.

II. Academic Grading

There will be 500 total points possible. Students will be graded on the basis of study assignments (60 points, 12%), in-class quizzes (90 points, 18%), student research and presentations (120 points, 24%), a mid-term exam (100 points, 20%), a final exam (100 points, 20%), and attendance (30 points, 6%). 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+	

III. 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 (60 Points, 12%)

There will be 4 homework assignments for this class with 15 points each. Total points are 60. These assignments allow the student to demonstrate their knowledge and understanding of the topics covered in class. Assignments due dates will be clearly specified on the assignment sheet. All homework assignments will be posted on WebCT Vista; hardcopies of homework **WILL NOT** be handed out in class. Students are expected to finish their homework individually. Any 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 Quiz (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 quiz will be 90 points. **All quizzes will be UNANNOUNCED QUIZZES, some may be given at the beginning of the class, and some may be given 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 (120 Points, 24%)

This part includes three components. The first one is an article review and presentation (30 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 15 points, and the following presentation is 15 points.

The second one is a marketing plan design project. This is a group project, each group will prepare and marketing plan for a local farm to market their products. The written report is 25 points, and the presentation is 15 points.

The third one is the Textbook chapter presentation (50 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.

G. Attendance (30 Points, 6%)

There will be 30 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). Otherwise you will lose 5 points, too. The total points you can lose is 30.

Excused Absence Note	
Name: _____	Date: _____
For Course, ABUS _____	
Reason:	
Student Signature: _____	
Instructor Signature: _____	Date: _____

H. Additional Instruction

I want all of you to succeed in this class! Please do not hesitate to use my office hours for help with anything related to this course. You may also e-mail me to set up an appointment for any questions related to this course.

I. Academic Rigor

This class will be conducted in a manner that conforms to the University's policy of academic rigor. The CSUC definition of academic rigor for instructors and students can be accessed at <http://em.csuchico.edu/aap/Undergrad/help/ARigor.asp>.

J. Other Information

Students should regularly monitor Vista for this course in order to stay current with course activities (i.e. assignments, grades, etc.). Note: CSUC considers e-mail an official method of communication. Students should feel free to discuss their individual performance with the instructor, whether it is their overall course grade or a score they earned on a single graded item. Professors are human too and occasionally a scoring mistake will be made; if a student has reason to believe a graded item deserves a point value higher than the one earned, bring it to the instructor's attention during scheduled office hours or by appointment. However, new material will be presented everyday in this class and quizzes will be given randomly. If you miss a class, you are responsible for getting the notes or the lost points of quizzes.

IV. Academic Honesty

Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for the respect of others' academic endeavors. Students who violate these standards (e.g., cheating and plagiarism) must be confronted and must accept the consequences of their actions. The university's policies on academic dishonesty will be strictly enforced. It is the student's responsibility to know and understand the CSUC Academic Honesty Policy. The university's policy is provided in their catalog as well as via its web site at www.csuchico.edu/gisp/gs/public/gradline/honesty.htm. Ignorance of university policies or of what constitutes academic dishonesty is not an acceptable excuse in this matter. If there is evidence that the student has been involved in any form of academic dishonesty, they will receive an "F" grade for the course, be locked from Vista, and a report will be provided to Student Judicial Affairs for further action.

V. Disabilities

If a student has a disability that requires special accommodations, the student must contact a counselor at Disability Support Services (www.csuchico.edu/dss/). In addition, the student should let the instructor know as soon as possible so the instructor is aware of, and can provide for, any necessary accommodations.

VI. Expected Student Behavior in the Classroom

A. All students are expected to attend each class and show up on time, finish all the homework assignments, and participate in class discussion actively.

B. 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.

C. 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.

D. Students are expected to turn off all pagers, cell phones and other electronic devices during class time. **NO TEXT MASSAGING IN CLASS!!!**

- E. Leave a few seats open next to the door for those who enter late or must leave early.
- F. The class follows the standard set in the *Code of Students Rights and Responsibilities (EM 96-38)* and students are subject to disciplinary action for violation of that code.

VII. Tentative Course Coverage

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: 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)

Examination Dates:

Mid-term: March 5, 2009 Thursday (class time)

Final: May 19, 2009, Tuesday (2:00 p.m. to 3:50 p.m.)