ABUS 311 – Agricultural Markets and Pricing

Course Description:
The course covers the basic function, structure, and operation of the U.S. agricultural marketing system. The course prepares students to assess diverse market environments and implement appropriate strategies to meet different marketing objectives.

Prerequisites:
ABUS 101/ECON 103

Term:
Fall 2017

Meeting Time and Place:
8:00 – 9:15 am (TR 312 Plumas Hall)

Instructor:
Dr. Kishore Joseph

Office Hours and Contact Information:
MW (10 – 11:30 am) and by appointment.

Office:
219 Plumas Hall, E-mail: kjoseph5@csuchico.edu, Phone: 530-898-5723

Course Learning Objectives:
After successfully completing the course students should be able to describe the structure and function of the U.S. agricultural and food marketing system, assess market behavior of producers, consumers, agribusinesses, and marketing firms, identify current marketing issues and trends in specific agricultural markets, assess the effect of market imperfections on the performance of agricultural and food marketing system, and describe the basic functions of commodity futures markets and their role in risk management.

Text Book:

Blackboard Learn:
PowerPoint presentations, student marketing research assignments, and additional readings will be posted on Blackboard Learn. Students are responsible for monitoring the Blackboard Learn class page for updates
Grade Policy:
Final grades are determined based on: 5 unannounced in-class quizzes for 20 points each (10%), 1 individual student article review report for 50 points (5%), 1 individual student article review presentation for 50 points (5%), 2 student marketing research assignments for 100 points each (20%), a final marketing research group presentation for 100 points (10%), attendance and class participation for 50 points (5%), 50 free rider check points (5%), a mid-term exam for 200 points (20%), and a final comprehensive exam for 200 points (20%).

Grades will be assigned as follows:

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<tr>
<th>Percentage Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93% - 100%</td>
<td>A</td>
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<tr>
<td>90% - 92%</td>
<td>A-</td>
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<tr>
<td>87% - 89%</td>
<td>B+</td>
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<tr>
<td>83% - 86%</td>
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<td>80% - 82%</td>
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<td>C-</td>
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<tr>
<td>65% - 69%</td>
<td>D+</td>
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<tr>
<td>60% - 64%</td>
<td>D</td>
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<tr>
<td>Below 60%</td>
<td>Failure</td>
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Exam questions may include multiple choices, fill-in-the-blanks, short answers, essays, and graphical analysis based on the study materials covered in the class. Grades for participation may be allotted based on active participation in class discussions. If you have issues with your grade at any stage of the course discuss it with me first.

Course Management/Policies:
Students are expected to read and adhere to all course policies found in the College of Agriculture Common Course Policies found at:


Attendance Policy:
Students are expected to attend classes regularly and are responsible for all material discussed in the class including homework’s assigned on days classes are missed. In case of an excused absence, the instructor should be notified in advance. In absentia, a soft copy of the homework assignment may be sent to the instructor’s e-mail. Make-up assignments or tests will only be offered on a case-by-case basis at the discretion of the instructor.

Student Marketing Research Assignments and Presentation:
Each student will review an article of his/her choice and submit a report. The article must pertain to an agricultural marketing related perspective from a newspaper, industry magazine, or a reputable website. Each student will then do a 10-minute PowerPoint presentation in class based on the report. In addition, there will be two student marketing research assignments
(reports) based on various marketing aspects of a specific agricultural commodity. You will work in a group of 4 - 5 students to complete each written assignment. One commodity will be assigned per group. If a student is not in a group within one week from the start of the class session, the instructor reserves the right to assign that student to any group. At the end of the semester, each student group will do a 30-minute PowerPoint presentation of their research and each student in the group will present a section of the report. All assignments (individual and group) should be submitted online before class on the day it is due. Late research assignments will not be accepted. Detailed instructions for completing the individual report and PowerPoint presentation, market research assignments and the group PowerPoint presentation will be posted on Blackboard Learn.

**Extra Help:**

Do not hesitate to come to my office during office hours or by appointment to discuss a homework problem or any aspect of the course. Students are recommended to analyze the problem carefully before seeking assistance from the instructor. When possible, students are encouraged to meet the instructor in groups. When requesting help or clarification define the question(s) clearly and make sure you clarify your doubts before you leave.

**Expected Student Behavior:**

All class participants are expected to exhibit respectful behavior to other students and the instructor. Inappropriate or disruptive classroom behavior will not be tolerated. Cell phones should be turned off or turned to the silent mode during class. Students may not read other materials or indulge in personal discussions with peers during class hours. Students should avoid eating food in the classroom when the class is in session.

**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 at: [http://www.csuchico.edu/catalog/](http://www.csuchico.edu/catalog/). Students 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](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 coursework 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 supplemental instruction. The SLC is online at: http://www.csuchico.edu/slc. The University Writing Center has been combined with the Student Learning Center.

Tentative Course Outline:

Section I
Introduction to Food Marketing
Analyzing Agricultural and Food Markets
Agricultural Production and Marketing

Section II
Food Consumption and Marketing
Food processing and Manufacturing
Food Wholesaling and Retailing

Mid-Term Exam (Thursday, October 19th in class)
Section III
Competition in Food Markets
Risk and Futures Market

Section IV
Student Marketing Research Presentations
Final Exam (TBD)
Topics covered in the course may be adjusted based on time and student interest at the discretion of the instructor.

Other Useful References: