

**AEC 316 – AGRICULTURAL MARKETING**  
**Texas A&M University-Commerce**  
**Department of Agricultural Sciences**  
**Fall 2015**

**Instructor:** Dr. Angus McIntosh  
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**Class Section:** 01W and 02W (Online)

**Class Time:** M-F (Online)

**Office Hours:** My phone office-hours will be Monday through Friday from 8:30 a.m. to 12:30 a.m. Mountain Time. If I am unable to meet with you at that time, we will schedule an appointment. Since this is an on-line course, the best way to contact me is via email at [Angus.McIntosh@tamuc.edu](mailto:Angus.McIntosh@tamuc.edu). I will try to respond to emails within 24 hours Monday through Friday. You can also email me from eCollege (<http://www.online.tamuc.org/>).

**Required Text:** *The Agricultural Marketing System* by V. James Rhodes, Jan L. Dauve, and Joseph L. Parcell. Holcomb Hathaway Publishers, Arizona, 6<sup>th</sup> Ed., 2006. (ISBN 9781890871680)

**Prerequisites:** None.

**Teaching Philosophy:** A course must deliver information, concepts and methods that will be useful in the student's professional life. However, learning analytical reasoning skills and improving the ability to process and use information efficiently is more important than memorizing facts and performing procedures repeatedly.

**Character Formation:** It is important during your college education to learn the values and rewards of hard work, responsibility, and honesty. The professor will promote character formation while teaching the course.

**Course Description:** A broad view of marketing; food markets and consumption; marketing functions and institutions. Applications of economic theory to agricultural price estimation, discovery, and determination.

**Student Learning Outcomes:** Upon satisfactory completion of the course the students will be able to:

- Explain different competitive environments in which various market participants operate.
- Describe different marketing activities and services that take place as agricultural commodities go from the farmgate to the plate.
- Explain how price is determined, and how farm, wholesale, and retail prices are related.
- Discuss trends and the behavior of consumers, marketers, and the food service market.
- Comment on agricultural trade, policies, trade barriers, and international organizations and agreements.

- Explain the importance of commodity varieties and qualities, and marketing place and time.
- Differentiate among the different market intermediaries.

**Topics:**

**Part I: Marketing, Market Competition, and Consumer Markets**

Chapter 1: Agricultural Marketing: An Introduction

Chapter 2: The Competitive Environment

Chapter 3: Functions, Structure, and Alternatives in the Agricultural Marketing System

Chapter 4: Price Determination: Matching Quantities Supplied and Demanded

Chapter 5: The Domestic Market: A Developed Economy

Chapter 6: The International Market

**Part II: The Marketing System**

Chapter 7: Pricing and Exchange Systems and Alternatives within the Marketing-Procurement Channel

Chapter 8: Providing the Optimum Varieties and Quantities

Chapter 9: Pace and Time Aspects of Marketing

Chapter 10: Understanding and Applying Hedging Using Futures, Options, and Basis

**Grading:**

Exam 1	20.00%
Exam 2	20.00%
Exam 3	20.00%
Exercises	30.00%
Term project	10.00%
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	100.00%

**Grading Scale:**

<u>Range</u>	<u>Grade</u>
90-100.00	A
80-89.99	B
70-79.99	C
60-69.99	D
Less than 60	F

Note: There would be an optional final comprehensive exam (Exam 4). The optional final comprehensive exam will replace your lowest exam grade (if you decide to take it).

**Exams:** Make sure you take all the mandatory exams (see Class Schedule below). No makeup exams will be offered. A grade of zero will be assigned to any missed mandatory exams. Exams will be administered through eCollege. Exams will be timed and are to be completed by 11:59 PM on the due date. Make sure you have internet access and that your laptop battery is fully charged (if using a laptop computer).

**Exercises:** Exercises will be graded and should be considered very important course material for your exam preparation. Exercises will involve agricultural marketing principles and applications. Students will be required to submit their individual answers via eCollege according to the class schedule provided (see Class Schedule below). Exercises will become active the first day of each week and are to be completed by 11:59 PM on the due date.

**Term Project:** There will be a mandatory term project. Instructions will be provided via eCollege.

**Class preparation and attendance:** It is your responsibility to read and study the book chapters that will be covered, to read and study all handouts, to complete and submit all course assignments in-time, and to take all the mandatory exams before the deadline. Students are strongly encouraged to contact the instructor if they have any questions or comments. Email is the best way to contact me. I will be available for in-person consultation in my office by appointment only.

**Students with Disabilities:** The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**  
**Texas A&M University-Commerce**  
**Gee Library**  
**Room 132**  
**Phone (903) 886-5150 or (903) 886-5835**  
**Fax (903) 468-8148**  
[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)

**Counseling Center:** A student that faces a crisis or a serious and unforeseeable event that affects his/her class performance must contact the Counseling Center, Student Services Building, Room 204, Phone (903) 886-5145. If important class material or course assignments are missed because of such crisis or event, the student must contact the instructor as soon as possible.

**General Policies for Classes:** All students enrolled at the University will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student's Guide Handbook, Rules and Procedures, Code of Student Conduct (<http://www.tamuc.edu/CampusLife/documents/studentGuidebook.pdf>).

**Academic Integrity:** Students must follow the *Code of Student Conduct* in the *Student Guidebook* (<http://web.tamuc.edu/admissions/studentGuidebook.aspx>). Any form of plagiarism or academic dishonesty will not be tolerated. Academic honesty is defined on *Chapter 13 Students (Academic)* of the *TAMUC Rules and Procedures* (<http://web.tamuc.edu/aboutus/policiesproceduresstandardsstatements/rulesprocedures/>):

“Academic dishonesty” includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one’s own), cheating,

collusion (the unauthorized collaboration with others), and abuse (destruction, defacing, or removal) of resource material.

**Course Design:** The dates for all class activities and exams are announced in the Class Schedule provided at the end of this syllabus.

**Course access and navigation:** This course will be facilitated using eCollege. Students are required to access important class material from the eCollege website for the course. To get started with the course, go to: <http://www.online.tamuc.org/>. You will need your CWID and password to log in to the course. Make sure you visit this website every day.

If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org)

**Technology Requirements:** The following information has been provided to assist you in preparing to use technology successfully in this course.

- Internet access/connection – high speed recommended (not dial-up)
- Word Processor (i.e. MS Word or Word Perfect)

Additionally, the following hardware and software are necessary to use eCollege:

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0).

Your courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login in to eCollege, click on the ‘myCourses’ tab, and then select the “Browser Test” link under Support Services.

**Important Dates:**

August 31	First day of classes.
September 4	Last day to drop a 16 week course while remaining enrolled with 100% refund.
November 20	Last day to drop a 16 week course while still enrolled (Q grade / No refund).
December 9	Last day of classes.
December 11-16	Week of final examinations

*The instructor reserves the right to make modifications to this syllabus during the semester.*

**AEC 316 Agricultural Marketing  
Class Schedule, Fall 2014  
Web Based Class**

Date	Subject/Material Covered	Assignment Due By 11:59 PM on last day listed
<b>August</b>		
Week 1 Aug 31 - Sep 4	Syllabus eCollege Tutorial and introductions via the Student Launch in eCollege.	eCollege Tutorial Introductions
<b>September</b>		
<b>Part I: Marketing, Market Competition, and Consumer Markets.</b>		
Week 2 Sep 7 - 11	CH01: Agricultural Marketing: An Introduction.	Exercises Class Assignment
Week 3 Sep 14 - 18	CH02: The Competitive Environment.	Exercises Class Assignment
Week 4 Sep 21 - 25	CH03: Functions, Structure, and Alternatives in the Agricultural Marketing System.	Exercises Class Assignment
Week 5 Sep 28 - Oct 2	<b>Exam 1 (CH01, CH02, and CH03)</b>	Exam 1
Week 6 Oct 5 - Oct 9	CH04: Price Determination: Matching Quantities Supplied and Demanded.	Exercises Class Assignment
<b>October</b>		
Week 7 Oct 12 - 16	CH05: The Domestic Market: A Developed Economy	Exercises Class Assignment
Week 8 Oct 19 - 23	CH06: The International Market.	Exercises Class Assignment
Week 9 Oct 26 - 30	<b>Exam 2 (CH04, CH05, and CH06)</b>	Exam 2
<b>Part II: The Marketing System</b>		
Week 10	CH07: Pricing and Exchange Systems and	Exercises

Nov 2 - 6	Alternatives within the Marketing-Procurement Channel.	Class Assignment
<b>November</b>		
Week 11 Nov 9 - 13	CH08: Providing the Optimum Varieties and Qualities.	Exercises Class Assignment
Week 12 Nov 16 - 20	CH09: Place and Time Aspects of Marketing.	
Week 13 Nov 23 - 25	<b>Exam 3 (CH07, CH08, and CH09)</b> Thanksgiving Holidays Nov26-27 Work on Term Project	Exam 3
Week 14 Nov 30 - Dec4	CH10: Understanding and Applying Hedging Using Futures, Options, and Basis	Exercises Class Assignment
<b>December</b>		
Week 15 Dec 7 - 10	Study Week	
Week 16 Dec 11 - 16	<b>Optional Comprehensive Exam (CH01 through CH10)</b>	Exam 4

*This is a tentative class schedule. The instructor reserves the right to make any modification.*