



# **AEC 316.01W: AGRICULTURAL MARKETING**

COURSE SYLLABUS: Fall, 2017

## **INSTRUCTOR INFORMATION**

**Instructor:** Dr. Rafael Bakhtavoryan

**Office Location:** Agricultural Science Building, Room 154

**Office Hours:** 10:00-11:00 a.m., Friday, or by appointment

**Office Phone:** (903) 886-5367

**Office Fax:** (903) 886-5990

**University Email Address:** [Rafael.Bakhtavoryan@tamuc.edu](mailto:Rafael.Bakhtavoryan@tamuc.edu) (please, use only this email address and put "AEC 316" in the subject of the email)

**Preferred Form of Communication:** Email

**Communication Response Time:** Within 24 hours Monday through Friday

## **COURSE INFORMATION**

**Class Meeting:** Web-based

### ***Readings***

**Required:** PowerPoint Presentations: These will be provided on eCollege

**Recommended Textbook:** *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).

### ***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.

*The syllabus/schedule are subject to change.*

## ***Lecture 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 Qualities

Chapter 9: Place and Time Aspects of Marketing

## ***Student Learning Outcomes***

After studying all materials and resources presented in this course, students will be able to:

1. Explain different competitive environments in which various market participants operate.
2. Describe different marketing activities and services that take place as agricultural commodities go from the farm gate to the plate.
3. Explain how price is determined, and how farm, wholesale, and retail prices are related.
4. Discuss trends and the behavior of consumers, marketers, and the food service market.
5. Discuss agricultural trade, policies, trade barriers, and international organizations and agreements.
6. Explain the importance of commodity varieties and qualities, as well as place and time aspects of marketing.

## **COURSE REQUIREMENTS**

### ***Minimal Technical Skills Needed***

Students are expected to know how to use the learning management system (eCollege will be used heavily in this class), Microsoft Word and PowerPoint.

### ***Student Responsibilities or Tips for Success in the Course***

1. Read the assigned PowerPoint presentations.
2. Complete and turn in course assignments and exams at the scheduled time.
3. Use the web to actively seek out other marketing sources that fit your learning style and help you better understand the material.
4. Be prepared for exams.

*The syllabus/schedule are subject to change.*

## GRADING

Your grade for the semester will be a weighted average of individual term paper, homework assignments, and three exams.

Term paper	25%
Homework assignments	15%
Exam 1	20%
Exam 2	20%
Final Exam	20%

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89.99%

C = 70%-79.99%

D = 60%-69.99%

F = 59.99% or below

### **Assessments**

**TERM PAPER:** All students are required to write an individual term paper. Please make sure that you select a topic for your term paper in the second week of the course. The paper is due on December 7<sup>th</sup>, no exceptions. Students are encouraged to submit completed papers in advance. Papers must be submitted electronically (by email). Guidelines for writing the term paper will be provided on eCollege under “DocSharing”.

**HOMEWORK ASSIGNMENTS (HAs):** Homework assignments are assigned regularly (see the course outline at the end of the syllabus) and must be completed individually. As a form of experiential learning, HAs help students sharpen their analytical skills. Students must turn in their HAs in Microsoft Word format (or at least in pdf format, although the Word format is preferred) via eCollege (through uploading it to Dropbox) according to the course outline. HAs must be submitted by 11:59 p.m. on the due date. No late HAs will be accepted and a grade of zero will be assessed for missed HAs.

**EXAMS:** Exams will be administered through eCollege (see the course outline at the end of the syllabus for specific exam dates). Exams must be completed by 11:59 p.m. on the due date. Exams will be timed and you will have 1 hour and 30 minutes to complete the exam. Make sure you have internet access ahead of time and that your laptop battery is fully charged. No make-up exams will be given. If an exam is missed a grade of zero will be assessed for it. Exams must be completed individually using your own student account and there should be no collaboration or sharing of work with your classmates on the exams.

*The syllabus/schedule are subject to change.*

## TECHNOLOGY REQUIREMENTS

- This course will be enhanced using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. You will need to use a current Flash enabled internet browser. For PC and Mac users the suggested browser is Mozilla Firefox.
- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
  - 512 MB of RAM, 1 GB or more preferred
  - Broadband connection required courses are heavily video intensive
  - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
  - Sound card, which is usually integrated into your desktop or laptop computer
  - Speakers or headphones.
  - \*For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)
- Current anti-virus software must be installed and kept up to date.
- Run a browser check through the Pearson LearningStudio Technical Requirements website. [Browser Check http://help.college.com/LS\\_Tech\\_Reg\\_WebHelp/en-us/#LS\\_Technical\\_Requirements.htm#Browsert](http://help.college.com/LS_Tech_Reg_WebHelp/en-us/#LS_Technical_Requirements.htm#Browsert)

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
  - [Adobe Reader https://get.adobe.com/reader/](https://get.adobe.com/reader/)
  - [Adobe Flash Player \(version 17 or later\) https://get.adobe.com/flashplayer/](https://get.adobe.com/flashplayer/)
  - [Adobe Shockwave Player https://get.adobe.com/shockwave/](https://get.adobe.com/shockwave/)
  - [Apple Quick Time http://www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software,

*The syllabus/schedule are subject to change.*

Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

- For additional information about system requirements, please see: [System Requirements for LearningStudio](https://secure.ecollege.com/tamuc/index.learn?action=technical)  
<https://secure.ecollege.com/tamuc/index.learn?action=technical>

## ACCESS AND NAVIGATION

### ***Pearson LearningStudio (eCollege) Access and Log in Information***

This course will be facilitated using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to [myLeo](#) and from the top menu ribbon select eCollege. Then on the upper left side of the screen click on the My Courses tab. <http://www.tamuc.edu/myleo.aspx>

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** It is strongly recommended you perform a “Browser Test” prior to the start of your course. To launch a browser test login to Pearson LearningStudio, click on the My Courses tab, and then select the Browser Test link under Support Services.

### **Pearson LearningStudio Student Technical Support**

Texas A&M University-Commerce provides students technical support for the use of Pearson LearningStudio.

Technical assistance is available 24/7 (24 hours, 7 days a week).

If you experience LearningStudio (eCollege) technical problems, contact the LearningStudio helpdesk at 1-866-656-5511 (toll free) or visit [Pearson 24/7 Customer Support Site](http://247support.custhelp.com/) <http://247support.custhelp.com/>

The student help desk may be reached in the following ways:

- **Chat Support:** Click on 'Live Support' on the tool bar within your course to chat with a Pearson LearningStudio Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with Pearson LearningStudio Technical Support Representative.

*The syllabus/schedule are subject to change.*

**Accessing Help from within Your Course:** Click on the 'Tech Support' icon on the upper left side of the screen inside the course. Then you will be able to get assistance via online chat or by phone.

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

### ***Policy for Reporting Problems with Pearson LearningStudio***

Should students encounter Pearson LearningStudio based problems while submitting assignments/discussions/comments/exams, the following procedure must be followed:

1. Students must report the problem to the help desk. You may reach the helpdesk at 1-866-656-5511.
2. Students must file their problem with the helpdesk and obtain a helpdesk ticket number
3. Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and provide me with the helpdesk ticket number.
4. I will call the helpdesk to confirm your problem and follow up with you

**PLEASE NOTE:** Your personal computer and internet access problems are not a legitimate excuses for filing a ticket with the Pearson LearningStudio Help Desk. Only Pearson LearningStudio based problems are legitimate reasons to contact the Help Desk.

You strongly are encouraged to check for your internet browser compatibility **BEFORE** the course begins and take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform.

#### **myLeo Support**

Your myLeo email address is required to send and receive all student correspondence. Please email [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu) or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at [myLeo](https://leo.tamuc.edu).  
<https://leo.tamuc.edu>

*The syllabus/schedule are subject to change.*

## **Learner Support**

The [One Stop Shop](http://www.tamuc.edu/admissions/onestopshop/) was created to serve you by providing as many resources as possible in one location. <http://www.tamuc.edu/admissions/onestopshop/>

The [Academic Success Center](http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/) provides academic resources to help you achieve academic success.

<http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/>

## **COMMUNICATION AND SUPPORT**

### ***Interaction with Instructor Statement***

The instructor's communication response is stated clearly (see page 1).

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### ***Course Specific Procedures/Policies***

Students are expected to submit all assignments and exams on time. No late assignments will be accepted and a grade of zero will be assessed for them.

### ***Syllabus Change Policy***

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### ***University Specific Procedures***

#### ***Student Conduct***

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](http://www.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf).

<http://www.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](http://www.albion.com/netiquette/corerules.html)

<http://www.albion.com/netiquette/corerules.html>

*The syllabus/schedule are subject to change.*

## **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

## **ADA Statement**

### **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 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

*The syllabus/schedule are subject to change.*



## **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce 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 A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

## **COURSE OUTLINE**

**AEC 316: Agricultural Marketing,  
Web-based,  
Fall 2017**

<b>Weeks</b>	<b>Topic/All assignments are due on specific dates listed below by 11:59 p.m. For example, homework assignment 1 is due September 10 by 11:59 p.m., or homework assignment 2 is due September 17 by 11:59 p.m., or EXAM 1 is due October 1 by 11:59 p.m.</b>
Week 1 Aug 28 – Sep 3	Syllabus & eCollege Tutorial
Week 2 Sep 4 – Sep 10	Chapter 1: Agricultural Marketing: An Introduction & Homework Assignment 1
Week 3 Sep 11 – Sep 17	Chapter 2: The Competitive Environment & Homework Assignment 2
Week 4 Sep 18 – Sep 24	Chapter 3: Functions, Structure, and Alternatives in the Agricultural Marketing System & Homework Assignment 3
Week 5 Sep 25 – Oct 1	<b>EXAM 1. Chapters 1, 2, 3</b>
Week 6 Oct 2 – Oct 8	Chapter 4: Price Determination: Matching Quantities Supplied and Demanded & Homework Assignment 4
Week 7 Oct 9 – Oct 15	Chapter 5: The Domestic Market: A Developed Economy & Homework Assignment 5

*The syllabus/schedule are subject to change.*

Week 8 Oct 16 – Oct 22	Chapter 6: The International Market & Homework Assignment 6
Week 9 Oct 23 – Oct 29	<b>EXAM 2. Chapters 4, 5, 6</b>
Week 10 Oct 30 – Nov 5	Chapter 7: Pricing and Exchange Systems and Alternatives within the Marketing-Procurement Channel & Homework Assignment 7
Week 11 Nov 6 – Nov 12	Chapter 8: Providing the Optimum Varieties and Qualities & Homework Assignment 8
Week 12 Nov 13 – Nov 19	Chapter 9: Place and Time Aspects of Marketing & Homework Assignment 9
Week 13 Nov 20 – Nov 26	THANKSGIVING BREAK (NO CLASS)
Week 14 Nov 27 – Dec 3	Study week & Writing term paper
Week 15 Dec 4 – Dec 10	<b>Term paper submission on December 7<sup>th</sup> by 11:59 p.m.</b> <b>FINAL EXAM. Chapters 7, 8, 9 on December 10<sup>th</sup> by 11:59 p.m.</b>

*The syllabus/schedule are subject to change.*