



**AEC 316.01W – AGRICULTURAL MARKETING
COLLEGE OF AGRICULTURAL SCIENCES AND NATURAL RESOURCES
FALL 2019**

COURSE SYLLABUS

Instructor

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Class Time

Web Based Course

Office Hours

For online consultation, you can contact me via email at Jose.Lopez@tamuc.edu. You can also email me from D2L (myleoonline.tamuc.edu). I generally answer emails within 48 hours. For in-person consultation, I will be available Mondays, Wednesdays, and Fridays from 11:00 a.m. – 12:00 p.m. (noon); Mondays and Wednesdays from 2:00 – 3:00 p.m.; or by appointment. You are also welcome to stop by my office at any other time. If I am unable to meet with you at that time, send me an email and we will schedule an appointment. Students who email me after 5:00 PM can expect to receive a reply within 48 hours starting at 8:00 am of the next business day (M-F). Students who email me during holidays or over the weekend should expect a reply within 48 hours from 8:00 AM of the next regularly scheduled business day.

COURSE INFORMATION

Required Text

The Agricultural Marketing System by V. James Rhodes, Jan L. Dauve, and Joseph L. Parcell. Holcomb Hathaway Publishers, Arizona, 6th 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 graduate 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

Grading

Exam 1-5	60.00%
Exercises – MC	10.00%
Exercises – SA or SE	15.00%
Exercises – CH	5.00%
Term Paper	10.00%
	<hr/>
	100.00%

Note: There would be an optional final comprehensive exam (Exam 5). The optional final comprehensive exam will replace your lowest exam grade (if you decide to take it). All your grades will be available in D2L, the learning management system used by Texas A&M University-Commerce.

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

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 and quizzes will be administered through MyLeoOnline (D2L). 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 MyLeoOnline according to the class schedule provided (see Class Schedule below). You will have access to the corresponding course exercises on Monday and Wednesday mornings and they are to be completed by 11:59 PM on the date provided in the Class Schedule below.

Term Paper

There will be a mandatory term paper. Instructions will be provided in MyLeoOnline (D2L).

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.

TECHNOLOGY REQUIREMENTS

This course will be offered online using D2L, the learning management system used by Texas A&M University-Commerce. Students will be required to download PowerPoint presentations and other important class material from the D2L website for the course.

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

This course will be offered online using D2L, the learning management system used by Texas A&M University-Commerce. To log into the course, go to: myleonline.tamuc.edu

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.

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.

COMMUNICATION AND SUPPORT

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

The primary form of communication with the class will be through course Announcements and emails. Any changes to the syllabus or other important information critical to the class will be disseminated to students via class Announcements and/or via email through your official

university email address available to you through MyLeo. It will be your responsibility to check the course Announcements and your university email regularly.

I generally answer emails within 48 hours. Students who email me after 5:00 PM can expect to receive a reply within 48 hours starting at 8:00 am of the next business day (M-F). Students who email me during holidays or over the weekend should expect a reply within 48 hours from 8:00 AM of the next regularly scheduled business day.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures

Academic Honesty

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including (but not limited to) receiving a failing grade on the assignment, the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. In **ALL** instances, incidents of academic dishonesty will be reported to the Department Head. Please be aware that academic dishonesty includes (but is not limited to) cheating, plagiarism, and collusion.

Cheating is defined as:

- Copying another's test or assignment
- Communication with another during an exam or assignment (i.e. written, oral or otherwise)
- Giving or seeking aid from another when not permitted by the instructor
- Possessing or using unauthorized materials during the test
- Buying, using, stealing, transporting, or soliciting a test, draft of a test, or answer key

Plagiarism is defined as:

- Using someone else's work in your assignment without appropriate acknowledgement
- Making slight variations in the language and then failing to give credit to the source

Collusion is defined as:

- Collaborating with another, without authorization, when preparing an assignment

If you have any questions regarding academic dishonesty, ask. Otherwise, I will assume that you have full knowledge of the academic dishonesty policy and agree to the conditions as set forth in this syllabus.

Attendance Policy

Students are expected to attend class and actively participate. Student participation/activity will be monitored by the professor. Students should plan to dedicate approximately 15-20 hours/week of time to this course.

APA Citation Format Policy

It is very important that you learn how to cite properly. In some ways, citations are more important than the actual text of your paper/assignment. Therefore, you should take this task seriously and devote some time to understanding how to cite properly. If you take the time to understand this process up front, it will save you a significant amount of time in the long run (not to mention significant deductions in points).

In the social and behavioral sciences, we generally follow the APA (American Psychological Association) formatting style. As a rule of thumb, one cites whenever they are paraphrasing other people's words or when they quote other's words directly. You may learn to cite from a variety of different sources including the APA Tutorial and the sources listed below and in the Getting Started section of your course.

www.apastyle.org

<http://owl.english.purdue.edu/owl/resource/560/02/>

www.library.cornell.edu/resrch/citmanage/apa

It is the student's responsibility to understand how to cite properly. If you have questions, feel free to ask.

Late Work

It is the student's responsibility to plan accordingly and submit their assignments in a timely manner. Class assignments will be announced. The instructor reserves the right to assign a grade of zero to any late assignment.

Drop Course Policy

Students should take responsibility for dropping themselves from the course according to University policy should this become necessary.

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

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

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>

Students with Disabilities-- ADA Statement

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: studentdisabilityservices@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.

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.

IMPORTANT DATES

Aug 26, Monday	First day of classes.
Dec 6, Friday	Last day of classes.
Dec 7-13	Week of final examinations

COURSE CALENDAR

Every effort will be made to adhere to the course calendar below. However, unforeseen circumstances may require changes to the course calendar. In that case, changes will be announced via University Email and in Announcements. The professor reserves the right to change the course calendar if necessary and depending on the progress of the class. I highly recommend that you follow the calendar outlined below **VERY CAREFULLY** so that you are sure to complete readings as assigned and turn your assignments in on time.

AEC 316 AGRICULTURAL MARKETING
Course Calendar, Fall 2019
Web-Based Course

Week of	Subject/Material Covered	Assignment Due At 11:59 PM on Due Date
Week 1 Aug 26 – 30	Syllabus, D2L Tutorial (MyLeo Online Student Resource Course) CH01: Agricultural Marketing: An Intro	D2L Tutorial Introductions
Week 2 Sep 2 – 6	CH01 (Cont.)	Exercise - MC Exercise - SA or SE Exercise - CH
Week 3 Sep 9 – 13	CH02: The Competitive Environment	Exercise - MC Exercise - SA or SE Exercise - CH
Week 4 Sep 16 – 20	Exam 1 (CH01 and CH02)	Exam 1
Week 5 Sep 23 – 27	CH03: Functions, Structure, and Alternatives in the Agricultural Marketing System	Exercise - MC Exercise - SA or SE Exercise - CH
Week 6 Sep 30 – Oct 4	CH04: Price Determination: Matching Quantities Supplied and Demanded	Exercise - MC Exercise - SA or SE Exercise - CH
Week 7 Oct 7 – 11	Exam 2 (CH03 and CH04)	Exam 2
Week 8 Oct 14 – 18	CH05: The Domestic Market: A Developed Economy	Exercise – MC Exercise - SA or SE Exercise - CH
Week 9 Oct 21 – 25	CH06: The International Market	Exercise – MC Exercise - SA or SE Exercise - CH
Week 10 Oct 28 – Nov 1	Exam 3 (CH05 and CH06)	Exam 3
Week 11 Nov 4 – 8	CH07: Pricing and Exchange Systems and Alternatives within the Marketing- Procurement Channel	Exercise – MC Exercise - SA or SE Exercise - CH

Week 12 Nov 11 – 15	CH08: Providing the Optimum Varieties and Qualities	Exercise – MC Exercise - SA or SE Exercise - CH
Week 13 Nov 18 – 22	Exam 4 (CH07 and CH08)	Exam 4
Week 14 Nov 25 – 29	CH09: Place and Time Aspects of Marketing	Exercise – MC Exercise - SA or SE
Week 15 Dec 2 – 6	Study Week	
Week 16 Dec 7	Exam 5 – Optional Comp Exam (CH01-CH09) Term Paper Due	Exam 5 Term Paper Due