

Livestock Sales and Marketing

Instructor: Dr. Jared Mumm
233 G Agricultural Sciences and Natural Resources
Contact: Jared.Mumm@tamuc.edu
Phone: 903-886-5358 Cell: 208-308-5785

COURSE INFORMATION

Meeting time Monday/Wednesday/Friday 1 - 1:50 AGET 238

Materials – Textbooks, Readings, Supplementary Readings

There is no required textbook for the course. Course materials: All powerpoints, lectures, and other materials will be posted on D2L prior to or within 24 hours of class.

Course Description

This course is centered on the marketing and sales of livestock and will culminate with students marketing and selling university livestock through a sale that they plan and host. Exploration into all methodologies of livestock marketing will be done by guest lectures and industry speakers. Aspects of marketing in the livestock industry from advertising and design, to feeding and preparation, all the way to sale day organization and money handling will be covered and carried out by students. Participation and involvement by all students in some aspect of a live sale at the end of the semester is expected.

Student Learning Outcomes

1. Understand the multiple ways to market and sell live animals.
2. Identify and account for specific roadblocks and details in marketing live animals.
3. Account for and manage all aspects and moving parts of a live animal sale.
4. Be familiar with sales strategies and real time purchasing of live animals.

GRADING

Final grades in this course will be based on a points scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F= 59% or Below

Assignments/Exams

Assignments and exams will be developed in accordance with course material. Aspects of design, advertising and product development may be incorporated into assignments. Quizzes and exams over guest lecture materials and information can be given at any time. The final exam will be participation and involvement in a sale to be hosted on campus in December.

COURSE REQUIREMENTS

Minimal technical skills: Course management software (D2L), Microsoft Office package (Word, Power Point, Excel, etc.).

TECHNOLOGY REQUIREMENTS

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

Other Technology Requirements

You **MUST** have access to the Microsoft Office Suite (Word, Powerpoint, etc.) for this class. If you do not currently have these programs, you can receive them for free through the university by contacting CITE (see below). Assignments and your final project **MUST** be uploaded

The Use of AI. In the event that writing assignments are given they will be checked for originality and the use of Artificial Intelligence by ZeroGPT.com and any level above 25% computer generated will be given a grade of 0, with the option to redo the assignment at the discretion of the instructor.

ACCESS AND NAVIGATION

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

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

I will always do my best to respond to a student's email within 48 business hours (this does not include weekends or holidays). If I fail to respond to an email within this time, please feel free to send a follow-up email! With regards to grading, every effort will be made to grade assignments and exams within one week of due date, though circumstances may dictate that it takes slightly longer.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Late assignments will be accepted up to one week following the due date with a 10% loss of points per day late, including weekends. All assignments, unless otherwise noted, must be submitted through D2L – hard copies will not be accepted. Exams will only be rescheduled for **university-approved absences** and may not be the same as the exam given during the regularly-scheduled exam time.

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/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students' Rights and Responsibilities as a violation of the student Code of Conduct.

Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.

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/34/SafetyOfEmployeesAndStudents/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.