



AEC 316.01W: AGRICULTURAL MARKETING

COURSE SYLLABUS

Summer I 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Rafael Bakhtavoryan

Office Location: Agricultural Science Building, Room 232

Office Hours: Mondays through Fridays, via email

Office Phone: (903) 886-5367

Office Fax: (903) 886-5990

University Email Address: Rafael.Bakhtavoryan@etamu.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 D2L.

Recommended/Optional Textbook: *The Agricultural Marketing System* by V. James Rhodes, Jan L. Dauve, and Joseph L. Parcell. Holcomb Hathaway Publishers, Arizona, 6th 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 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 (D2L 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 agricultural marketing sources that fit your learning style and help you better understand the material.

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GRADING

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

Term paper	15%
Homework assignments	10%
Exam 1	25%
Exam 2	25%
Final Exam	25%

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 to select a topic (which basically is a commodity that you are going to research in your term paper) from the list of topics provided below **at the end of the first week of the semester by emailing it to me.** See the course outline at the end of the syllabus for the due date of the term paper. Students are encouraged to submit completed papers in advance. Papers must be submitted electronically via D2L in Microsoft Word or pdf format. Guidelines for writing the term paper are provided on D2L under the "Term Paper" tab.

Term paper topics for students to choose from:

Corn; Wheat; Soybean; Sorghum; Oats; Cotton; Rice; Milk; Tobacco; Peanuts; Potatoes; Tomatoes; Apples; Feeder Cattle; Hogs; Chicken.

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 via D2L according to the course outline. HAs must be submitted by 11:30 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 D2L (see the course outline at the end of the syllabus for specific exam dates). Exams must be completed by 11:30 p.m. on the due date. Exams will be timed and you will have 1 hour and 30 minutes to complete them. 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. Final exam is **NOT** comprehensive and you will have 2 hours to complete it.

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TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University 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

Zoom Video Conferencing Tool:

https://inside.etamu.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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@etamu.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, an ETAMU campus open computer lab, etc.

COMMUNICATION AND SUPPORT

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 instructor's communication response time is stated clearly on page 1.

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COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

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.

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 online in the [Student Guidebook](#). Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.

ETAMU Attendance

For more information about the attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#)

Academic Integrity

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

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

[Undergraduate Student Academic Dishonesty Form](#)

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

[Graduate Student Academic Dishonesty Form](#)

Use of Artificial Intelligence

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed. In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

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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

East Texas A&M University
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@etamu.edu
Website: [Office of Student Disability Services](#)

Nondiscrimination Notice

East Texas A&M University 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 East Texas A&M University 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 ETAMU 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.

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

East Texas A&M Supports Students' Mental Health – Counseling Services

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.etamu.edu/counsel

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COURSE OUTLINE

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Lecture #	Weekday	Date	Topic/All assignments are due on specific dates listed below by 11:30 p.m. For example, homework assignment 1 (HA 1) is due June 2 by 11:30 p.m., or homework assignment 2 (HA 2) is due June 4 by 11:30 p.m., or EXAM 1 is due June 9 by 11:30 p.m.
1	Mon	1-Jun	Syllabus, D2L tutorial, Chapter 1: Agricultural Marketing: An Introduction
2	Tue	2-Jun	Chapter 1. Continued, Homework Assignment 1 (HA 1)
3	Wed	3-Jun	Chapter 2: The Competitive Environment
4	Thur	4-Jun	Chapter 2. Continued, HA 2
5	Fri	5-Jun	Chapter 3: Functions, Structure, and Alternatives in the Agricultural Marketing System
6	Mon	8-Jun	Chapter 3. Continued, HA 3
7	Tue	9-Jun	EXAM 1: Chapters 1, 2, 3
8	Wed	10-Jun	Chapter 4: Price Determination: Matching Quantities Supplied and Demanded
9	Thur	11-Jun	Chapter 4. Continued, HA 4
10	Fri	12-Jun	Chapter 5: The Domestic Market: A Developed Economy
11	Mon	15-Jun	Chapter 5. Continued, HA 5
12	Tue	16-Jun	Chapter 6: The International Market
13	Wed	17-Jun	Chapter 6. Continued, HA 6
14	Thur	18-Jun	EXAM 2: Chapters 4, 5, 6
15	Fri	19-Jun	Chapter 7: Pricing and Exchange Systems and Alternatives within the Marketing-Procurement Channel
16	Mon	22-Jun	Chapter 7. Continued, HA 7
17	Tue	23-Jun	Chapter 8: Providing the Optimum Varieties and Qualities
18	Wed	24-Jun	Chapter 8. Continued, HA 8
19	Thur	25-Jun	Chapter 9: Place and Time Aspects of Marketing
20	Fri	26-Jun	Chapter 9. Continued, HA 9
21	Mon	29-Jun	Term paper write-up and finalizing
22	Tue	30-Jun	Term paper is due and must be submitted on D2L and Study day for the FINAL EXAM
23	Wed	1-Jul	FINAL EXAM: Chapters 7, 8, 9

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