



AEC 316.01E: AGRICULTURAL MARKETING

COURSE SYLLABUS
Fall 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Rafael Bakhtavoryan

Office Location: Agricultural Science Building, Room 232

Office Hours: Tuesdays & Thursdays at 12:30p.m.-3:00p.m., or by appointment

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 an hour during business hours

COURSE INFORMATION

Class Meeting: Tuesdays and Thursdays, 11:00a.m.-12:15p.m., AGET Room 255

Readings

Required: PowerPoint Presentations: These will be provided on D2L.

Recommended 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. Come to class in a timely manner and stay for the duration of the class.
2. Prior to class, read the assigned readings, print and review the relevant PowerPoint slides.
3. Participate in class discussions sharing your insights through your questions and comments.
4. Complete and turn in course assignments at the scheduled time.
5. Use the web to actively seek out other relevant sources that fit your learning style and help you better understand the material.
6. Come to exams prepared.

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GRADING

Your grade for the semester will be a weighted average of class participation, daily review quizzes, individual term paper, homework assignments, and three in-class exams.

Grade breakdown

Class participation	5%
Daily review quizzes	5%
Term paper	15%
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

CLASS PARTICIPATION: The goal of class participation is to provide students with an incentive to come to class prepared and having read the appropriate course material. There are a couple of ways for you to earn class participation points. First, you can earn them by **correctly** answering questions posed by the instructor. Second, you can earn participation points by contributing to class discussions through thoughtful, timely, and constructive ideas/comments, as called upon by the instructor, or on a voluntary basis. You will record your own participation points and the associated questions you answered or ideas/comments you voiced to earn the participation points on a piece of paper that you will have to give the instructor at the end of the class. Make sure you also write your name, the date, and the course title on the paper. If you fail to give the instructor the paper with the points, associated questions and ideas/comments, your name, the date, and the course title at the end of the class, you will not be given any participation points for that class.

I will give full credit for class participation (5%) to a student with maximum points at the end of the semester. The rest of students' class participation will be evaluated relative to the full-credit student's total points. You can email me asking about your total participation points at the moment. I will keep you posted on the maximum points earned at the time throughout the semester so that you can see where you are at as far as class participation.

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DAILY REVIEW QUIZZES (DRQs): The DRQs will be given almost every class on material covered in the prior class period. DRQs are intended to: (1) motivate you to come to every class (2) motivate you to study on a regular basis, and (3) give you and your instructor immediate feedback on your progress. No make-up DRQs will be given and a grade of zero will be assessed for the missed DRQ.

TERM PAPER: All students are required to write an individual term paper. Please make arrangements to meet with the instructor in the second week of the course to select a topic. 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 both electronically (by email) and in hard copy. Guidelines for writing the term paper will be provided throughout the semester.

HOMEWORK ASSIGNMENTS: Homework assignments will be assigned regularly. Homework assignments are intended to help students enhance understanding of the material covered in class. Homework assignments must be submitted to the instructor on the due date at the beginning of the class. No late submission of a homework assignment will be accepted and a grade of zero will be assessed for it. If you expect to miss class, you can submit your homework assignment early. If necessary, homework assignments will be discussed in class to help students with homework problems.

EXAMS: Other than for university-excused absences or a valid doctor's excuse, no make-up exams will be given. If an exam is missed a grade of zero will be assessed for it. Final exam is NOT comprehensive. Students cannot use a programmable calculator for exams. A simple 4-function (addition, subtraction, multiplication, and division) calculator is sufficient for all problems. Also, no use of cell phones as calculators is allowed for exams.

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:

[A link to Zoom video conferencing tool](#)

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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.

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](#)

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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.

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.

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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

COURSE OUTLINE

AEC 316.01E: Agricultural Marketing
Fall 2026
TR 11:00a.m.-12:15p.m.

Course outline

Weeks	Topics & Assignments
Thur Aug 20 Tue Aug 25	Syllabus & D2L Tutorial & Chapter 1: Agricultural Marketing: An Introduction
Thur Aug 27 Tue Sep 1	Chapter 1: Agricultural Marketing: An Introduction & Chapter 2: The Competitive Environment Homework Assignment 1
Thur Sep 3 Tue Sep 8	Chapter 2: The Competitive Environment
Thur Sep 10 Tue Sep 15	Chapter 3: Functions, Structure, and Alternatives in the Agricultural Marketing System & Review for EXAM 1 Homework Assignment 2

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Thur Sep 17 Tue Sep 22	Chapter 4: Price Determination: Matching Quantities Supplied and Demanded & Homework Assignment 3 EXAM 1. Chapters 1, 2, 3
Thur Sep 24 Tue Sep 29	Chapter 4: Price Determination: Matching Quantities Supplied and Demanded Chapter 5: The Domestic Market: A Developed Economy Homework Assignment 4
Thur Oct 1 Tue Oct 6	Chapter 5: The Domestic Market: A Developed Economy
Thur Oct 8 Tue Oct 13	October 8 FALL BREAK (NO CLASSES) Chapter 6: The International Market Homework Assignment 5
Thur Oct 15 Tue Oct 20	Chapter 6: The International Market Chapter 7: Pricing and Exchange Systems and Alternatives within the Marketing-Procurement Channel, Review for EXAM 2 Homework Assignment 6 EXAM 2. Chapters 4, 5, 6
Thur Oct 22 Tue Oct 27	Chapter 7: Pricing and Exchange Systems and Alternatives within the Marketing-Procurement Channel Chapter 8: Providing the Optimum Varieties and Qualities Homework Assignment 7
Thur Oct 29 Tue Nov 3	Chapter 8: Providing the Optimum Varieties and Qualities Chapter 9: Place and Time Aspects of Marketing Homework Assignment 8
Thur Nov 5 Tue Nov 10	Chapter 9: Place and Time Aspects of Marketing Term Paper Discussion & Homework Assignment 9
Thur Nov 12 Tue Nov 17	Term Paper Discussion continued Term Paper Discussion continued
Thur Nov 19 Tue Nov 24	Term Paper Discussion continued & Review for FINAL EXAM THANKSGIVING BREAK (NO CLASS)
Thur Nov 26 Tue Dec 1	THANKSGIVING BREAK (NO CLASS) Term-paper submission on December 1 st
Tuesday, December 8, 10:30a.m.-12:30p.m.	FINAL EXAM. Chapters 7, 8, 9

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