AGRICULTURAL MARKETING
AGEC 333 - SPRING 2016
School of Agriculture – Western Illinois University

INSTRUCTOR

Dr. Jason Franken
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or by appointment

CLASS TIMES AND LOCATIONS

AGEC 333 will meet on M, W, F in Knoblauch 308 from 8:00 a.m. – 9:00 a.m.

EMAILS

Please be sure to include the course in which you are enrolled in any emails.

COURSE DESCRIPTION AND PREREQUISITES

Although there are no required prerequisites, it is highly recommended students have an introductory microeconomics course before attempting AGEC 333—eithier AGRI 220 Introduction to Agribusiness Concepts or Economics 232 Principles of Microeconomics II or equivalent.

TEXTS

- Rhodes, V. James, Jan L. Dauve, and Joe L. Parcell. 2007. *The Agricultural Marketing System*. 6th Edition. Holcomb Hathaway Publishing Company. ISBN 978-1890871-68-0.

COURSE OBJECTIVES

1. To develop a basic understanding of marketing and the economic forces at work in agricultural markets.
2. To recognize and describe different participants and other economic actors (producers, processors, institutions, rules/regulations, etc.) in agricultural supply chains connecting producers to consumers.
3. To develop an understanding of how these economic forces and actors jointly determine the level of production, consumption, and prices of agricultural commodities and food products.

EXPECTATIONS OF STUDENTS

Participation: Students are expected to regularly attend class and to actively participate in discussions.

- Online Absence Reporting System (OARS) - http://wiu.edu/oars.

Academic Integrity: The rules and regulations outlined in the University's policy on academic integrity are applied to this course. See http://www.wiu.edu/policies/acintegrity.php.

Student Rights and Responsibilities: Detailed information regarding student rights and responsibilities can be found at http://www.wiu.edu/provost/student/. It is your responsibility to be familiar with the posted information.

Special Accommodations: If you need special accommodations, please feel free to stop by and discuss your needs or contact Disability Resource Center at 309-298-2512 or disability@wiu.edu.

USE OF CELLULAR PHONES

As a courtesy to other students and to the instructor, all cell phones should be turned off prior to class. Continued disregard of this policy may result in ejection from the course. If, due to medical or public safety concerns, a student needs an exception to this policy he/she should inform the instructor prior to class. Cell phones are not be used under any circumstances on exams. **Texting** is not allowed during class and repeated violations may lead to dismal from the course with an assigned grade of F.

TOBACCO POLICY

Tobacco use of any kind will not be tolerated in class. This includes chewing tobacco.

IMPORTANT DATES

Feb 1	-	Last day to drop without being assessed tuition or receiving a "W" grade
Feb 12	-	Lincoln's Birthday - No Classes/University Closed
April 3	-	Last day to drop with a "W"
May 9	-	Comprehensive Final Exam: 8:00 am – 9:50 am

GRADING POLICY

The course grade will be based on the following factors, with weightings as indicated:

Exam I	20 %	A = 93% or above	C- = 70-72.99%
Exam II	20 %	A- = 90-92.99%	D+ = 67-69.99%
Group Project	20 %	B+ = 87-89.99%	D = 63-66.99%
Quizzes and Homework	20 %	B = 83-86.99%	D- = 60-62.99%
Comprehensive Final Exam	20%	B- = 80-82.99%	F = <60%
Total	100%	C+ = 77-79.99%	
		C = 73-76.99%	

Grade breaking points may be lowered, but in no case will they be raised. These breaking points will be evaluated only after final numerical grades have been calculated.

Attention Education Majors: The changes within the state certification requirements, which go into effect immediately for all of those students who graduate in the spring 2012 and after, you are required to receive a grade of a "C" or better in this course in order to meet these new requirements. With the new university +/- grading system, receiving a "C-" or below will require you to retake this course or find a substitute course to meet School of Agriculture graduation requirements.

QUIZZES

The instructor reserves the right to use both announced and unannounced quizzes. Only excused absences will be allowed to make up quizzes. Unless it is an emergency, only absences approved in advance will be excused. It is at the discretion of the instructor as to whether an absence is excused or unexcused.

HOMEWORKS & GROUP PROJECT

Students as groups (of approximately four) will self-select a commodity to follow for the semester. Groups will prepare reports/presentations addressing the class exercise questions listed at the end of chapters in the Rhodes, Dauve, and Parcell text *The Agricultural Marketing System*. Other homework assignments will be individual tasks assessing comprehension of key concepts. Assignments are due at the beginning of class. Assignments will not be accepted after the problem set has been discussed in class.

EXAMS

There will be two tests and one **comprehensive** final exam. Exams will consist of multiple choice, short answer, and problem solving questions. Makeup exams will only be given in extreme situations.

If a student disagrees with a particular answer, it is the student's responsibility to provide a logical reason in writing as to the reason for their disagreement. This does not apply to scoring errors. All instructors are human and occasional errors in grading will occur. Please bring any such errors to the instructor's attention immediately.

COURSE OUTLINE

Week	Start of Week	Topic/Material
Week 1	1/18/2016	**Martin Luther King Holiday, Jan 18 - No Classes/University Closed** **Classes Begin Tuesday, Jan 19** Course Introduction Chapter 1. Agricultural Marketing: An Introduction
Week 2	1/25/2016	Chapter 2. The Competitive Environment
Week 3	2/1/2016	Chapter 3. Functions, Structures, and Alternatives in Ag Marketing System
Week 4	2/8/2016	Chapter 4. Price Determination: Matching Quantities Supplied & Demanded **Lincoln's Birthday, Feb 12 - No Classes/University Closed**
Week 5	2/15/2016	Chapter 5. The Domestic Market: A Developed Economy
Week 6	2/22/2016	**Review & Exam 1**
Week 7	2/29/2016	Chapter 6. The International Market
Week 8	3/7/2016	Chapter 7. Pricing & Exchange Systems & Alternatives Within the Marketing-Procurement Channel
	3/14/2016	**Spring Break, Mar 14-18 - No Class/University closed**
Week 9	3/21/2016	Chapter 8. Providing Optimum Varieties & Qualities
Week 10	3/28/2016	Chapter 9. Place and Time Aspects of Marketing
Week 11	4/4/2016	Chapter 10. Understanding & Applying Hedging Using Futures, Options, & Basis
Week 12	4/11/2016	**Review & Exam 2**
Week 13	4/18/2016	Chapter 12. Marketing by Farmer Groups: Collective Action
Week 14	4/25/2016	Chapter 13. Processor Procurement Systems Chapter 14. Processor Marketing
Week 15	5/2/2016	Chapter 15. Wholesale, Retail, and Food Service Marketing **Review for Final**
Week 16	5/9/2016	**Comprehensive Final Exam 8:00 am Monday, May 9**

ACCREDITATION

The School of Agriculture is housed in the College of Business and Technology which is accredited by AACSB-International.

NOTICES

Please be advised that this syllabus is tentative. All classes are different and we may or may not be able to address all of the content areas or stick with the anticipated number of exams. Any deviations from the syllabus will be announced as soon as possible.

1/20/16