

AGRICULTURAL MARKETING
AGEC 333, Section 11 - FALL 2020
School of Agriculture – Western Illinois University

INSTRUCTOR

Dr. Jason Franken

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Office Hours: M, T, W, Th 8:00–9:00 by email or
other electronic method as needed.

CLASS TIMES AND LOCATIONS

AGEC 333 is online at <http://www.westernonline.wiu.edu>.

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 AGECE 333—either 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>.

Disruptive Student Behavior: Behave yourself. <http://www.wiu.edu/vpas/policies/disrupst.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 dismissal 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

Sep 4	-	Last day to drop without being assessed tuition or receiving a "W" grade
Sep 7	-	Labor Day: No Class
Oct 2	-	Fall Break: No Class
Nov 1	-	Last day to drop with a "W"
Dec 15	-	Comprehensive Final Exam: 1:00 pm – 2:50 am for Section 11 of AgEc333

GRADING POLICY

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

Exam I	30 %	A = 93% or above	C = 73-76.99%
Exam II	30 %	A- = 90-92.99%	C- = 70-72.99%
Quizzes and Homework	10 %	B+ = 87-89.99%	D+ = 67-69.99%
<u>Comprehensive Final Exam</u>	<u>30%</u>	B = 83-86.99%	D = 63-66.99%
Total	100%	B- = 80-82.99%	D- = 60-62.99%
		C+ = 77-79.99%	F = <60%

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 teaching license require all education majors to receive a grade of a "C-" or better in this course in order to meet Illinois teaching license requirements. With the university +/- grading system, receiving a "D+" or below will require you to retake this course or find a substitute course to meet School of Agriculture graduation requirements.

QUIZZES & HOMEWORK

Quizzes are on Western Online, remain open for the semester, and may be retaken an unlimited number of times for the highest score. Monitor email for additional homework that may be assigned throughout the semester.

EXAMS

There will be two tests and one **comprehensive** final exam. Exams will consist of multiple choice, short answer, and problem-solving questions. Exams will be limited to one attempt, so make sure you are using a reliable internet connection when attempting the exams. 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	8/24/2020	Classes Begin Monday Aug 24 Course Introduction Chapter 1. Agricultural Marketing: An Introduction
Week 2	8/31/2020	Chapter 2. The Competitive Environment
Week 3	9/7/2020	Labor Day on Sept 7 - No Class/University closed Chapter 3. Functions, Structures, and Alternatives in Ag Marketing System
Week 4	9/14/2020	Chapter 4. Price Determination: Matching Quantities Supplied & Demanded
Week 5	9/21/2020	Chapter 5. The Domestic Market: A Developed Economy
Week 6	9/28/2020	Review & Exam 1
Week 7	10/5/2020	Chapter 6. The International Market
Week 8	10/12/2020	Chapter 7. Pricing & Exchange Systems & Alternatives Within the Marketing-Procurement Channel Oct 2: Fall Break -- No Classes
Week 9	10/19/2020	Chapter 8. Providing Optimum Varieties & Qualities
Week 10	10/26/2020	Chapter 9. Place and Time Aspects of Marketing
Week 11	11/2/2020	Chapter 10. Understanding & Applying Hedging Using Futures, Options, & Basis
Week 12	11/9/2020	Review & Exam 2
Week 13	11/16/2020	Chapter 12. Marketing by Farmer Groups: Collective Action
	11/23/2020	Thanksgiving Break Nov 23-25/26-27 - No Class/University closed
Week 14	11/30/2020	Chapter 13. Processor Procurement Systems Chapter 14. Processor Marketing
Week 15	12/7/2020	Chapter 15. Wholesale, Retail, and Food Service Marketing
Week 16	12/14/2020	Comprehensive Final Exam for Section 11 (12:30 am section, T, TH) is 1:00 pm Tuesday Dec 15

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.