



**TRINITY VALLEY COMMUNITY COLLEGE
ADMINISTRATIVE-MASTER SYLLABUS**

The Administrative- Master Syllabus is an administrative tool; it is **not intended to be distributed to students**. It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of TVCC, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction. The Administrative-Master Syllabus will demonstrate that there is consistency and comparability in course offerings.

Course Title

Marketing of Agricultural Products

Course Prefix and Number

AGRI 1325

Department – Division

Agriculture and Ranch Management

Course Type – select from one of the following categories.

- **Academic General Education Course** (from ACGM – but not in TVCC Core)
- **Academic TVCC Core Course**
- **WECM Courses**

Semester Credit Hours: Lecture Hours: Lab/other hours

Semester Credit Hours	Lecture Hours	Lab/Other* Hours
3	3	0

Other hours include practicum, clinical or other types of non-lecture instruction. *If other, please specify: _____

Course Catalog Description

An introductory course covering operations in movement of agricultural commodities from producer to consumer, including essential marketing functions of buying, selling, transporting, storing, financing, standardization, pricing, and risk bearing. A study of institutions, market analysis, price analysis, and futures markets is included.

Prerequisites/co requisites

None

Topical Outline

- | | |
|--|------------|
| A.) The Frame Work of the Marketing Problem | |
| a.) Introduction to Food Marketing | Chapter 1 |
| b.) Analyzing Agriculture and Food Markets | Chapter 2 |
| c.) Agriculture Production and Marketing | Chapter 3 |
| Exam 1 | |
| B.) Food Markets and Institutions | |
| a.) Food Consumption and Marketing | Chapter 4 |
| b.) Food Processing and Manufacturing | Chapter 5 |
| c.) Food Wholesaling and Retailing | Chapter 6 |
| d.) The International Food Market | Chapter 7 |
| Exam 2 | |
| C.) Risk Management and the Futures Market | Chapter 20 |
| Exam 3 | |
| D.) Prices and Marketing Cost | |
| a.) Price Analysis and the Exchange Function | Chapter 8 |
| Exam 4 | |
| b.) Competition in Food Markets | Chapter 9 |
| E.) Functional and Organizational Issues | |
| a.) Cooperatives in the Food Markets | Chapter 13 |
| F.) Commodity Marketing | |
| a.) Livestock and Meat Marketing | Chapter 23 |
| Final Exam | |

Course Learning Outcomes

Upon completion of this course you will be able to:

- 1.) Understand the essential marketing functions of buying, selling, transporting, storing, financing, standardizing, pricing, and risk bearing.
- 2.) Recognize and analyze economic activities that occur in agricultural marketing.
- 3.) Apply economic principles to the marketing of agricultural products.
- 4.) Make marketing decisions based upon economic concepts.

Relationship to General Education Outcomes – In addition to the core competencies, Trinity Valley Community College has established ten general education goals which specify knowledge and skills that students should gain from completing courses in the various component areas of the core curriculum. Information regarding curriculum and assessment as a means for the improvement of student learning through the general education component. (Select all that apply.)

Mark with an "X"	General Education Outcome
X	A. To communicate clearly and effectively in both oral and written English.
X	B. To improve reading skills focused on comprehending, analyzing, interpreting, and evaluating printed materials.
X	C. To understand mathematical information and utilize mathematical skills.
X	D. To demonstrate qualitative and quantitative critical thinking skills.
	E. To understand and appreciate cultural and ethnic diversity.
	F. To utilize computer based technology in accessing information, solving problems, and communicating.
	G. To recognize and evaluate artistic achievements in the visual and performing arts.
X	H. To improve basic understanding of political, economic, and social systems.
	I. To demonstrate knowledge of the physical universe and living systems.
X	J. To develop skills and strategies to become an engaged learner.

Required Text(s)

Marketing of Agricultural Products, 9th edition by *Richard Kohls*, and *Joseph Uhl*

Optional Text(s)

Material/Technology to be supplied by the student.

Course Requirements/Grading System – describe any course specific requirements such as research papers or reading assignments and the generalized

grading format for the course; not intended to restrict the individual nature by which each faculty member who teaches the course determines course requirements and final student performance, but should offer consistency within reason for all sections taught for those departments without a standardized format.

- 1.) Your **presence** in class, **participation**, and **interest** shown will count 10% of your grade.
- 2.) Four **major exams** and one **final exam** will each count 15% for a total of 75% of your grade..
- 4.) Four *word processed* **technical abstracts** and the **homework** assignments will count 15% of your final average.
- 5.) With prior approval, bonus points may be earned by the completion of a research paper on a current topic in agricultural marketing.

Approvals – the contents of this document have been reviewed and are found to be accurate.

Prepared by Marc Robinson	Signature	Date 1/16/08
Department Head	Signature	Date
Division Chair	Signature	Date
Vice President	Signature	Date