



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**MARKETING OF AGRICULTURAL PRODUCTS
AGR1258 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

AGR1258 - Marketing of Agricultural Products (3 hrs)

This course will develop decision making skills regarding the marketing of agriculture products through the study of theory and frame work of agriculture marketing from conception what to produce to the hands of the final consumer and the processes within as well as government controls that regulate the process.

Prerequisites:

None

Co-requisites:

None

Controlling Purpose:

The purpose of this this course is to provide the student with the knowledge and skill necessary to develop decision making skills regarding the marketing of agriculture products through the study of theory and frame work of agriculture marketing from conception what to produce to the hands of the final consumer and the processes within as well as government controls that regulate the process

Learner Outcomes:

Upon completion of the course, the student will:

1. Identify the basics of marketing.
2. Identify areas affecting commodity marketing.
3. Identify and trace the flow of farm products through the various marketing channels.
4. Identify the real world application of market structure.
5. Prepare a marketing presentation.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student’s achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: Basics of Agricultural Marketing						
Outcomes: Upon completion of this unit, the students will be able to successfully identify the basics of marketing.						
A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Describe the organized commodity exchanges and their operations.
						Describe and properly use futures, options, and basis contracts.

UNIT 2: Commodity Markets						
Outcomes: Upon completion of this unit, the students will be able to successfully identify areas affecting commodity marketing.						
A	B	C	D	F	N	Specific Competencies: Demonstrate the ability to:
						Interpret fundamental economic relationships.
						Explain how public policy affects the marketing of agricultural products.
						Evaluate how international trade, policy, and trading partners affect the marketing of agricultural products

UNIT 3: Marketing Channel

Outcomes: Upon completion of this unit, the students will be able to successfully identify and trace the flow of farm products through the various marketing channels.

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Identify the unique characteristics of the different commodities.
						Demonstrate knowledge of purebred and commercial livestock marketing.
						Evaluate new marketing opportunities.
						Identify and describe opportunities and implications of issues such as “organic foods,” genetic engineering, and “free range” concepts in regard to marketing agricultural products.

UNIT 4: Application of Market Structure

Outcomes: Upon completion of this unit, the students will be able to successfully identify the real world application of market structure.

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Identify the types of risks involved with ownerships of commodities and how to minimize shift these risks.
						Analyze how changes in the markets affects the bottom line profit.
						Assess how government programs affect producers.

UNIT 5: Presentation Skills

Outcomes: Upon completion of this unit, the students will be able to successfully prepare a marketing presentation.

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Develop communication, presentation, and teamwork skills.
						Create a plan from conception to consumption for a commodity.
						Predict producer profits and possible marketing outlets.

Projects Required:

Varies, refer to syllabus.

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

None

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class and which requires accommodations, contact the Disability Services Coordinator.