



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**Principles of Sales in Agriculture
AGR1278 3 Credit Hour**

Student Level:

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

Catalog Description:

AGR1278 Principles of Sales in Agriculture (3cr)

This course is designed to introduce students to various types of sales and salesmanship in agriculture and agriculture products and how to appraise and assess equipment, livestock, and grains. This can include roadside farm sales, consignment auctions, livestock commissions, livestock auction barns sales, purebred sale, merchandising grains, sale of Ag input product, and etc. This is a lecture course.

Prerequisites:

None

Co-requisites:

None

Controlling Purpose:

The purpose of this this course is to provide the student with the knowledge of various types of sales and salesmanship in agriculture and Ag products. Students will learn to appraise and assess equipment, livestock, and grains.

Learner Outcomes:

Upon completion of the course, the student will:

1. Present knowledge of direct to consumer sale.
Explain the types and how to carry out livestock and by-product sale.
2. Present knowledge of merchandising grains and grain by-products.
3. Demonstrate knowledge of input products to farmers.
4. Demonstrate knowledge of appraising livestock, grains and equipment.

Units Outcomes and Clock Hours of Instruction for Core Curriculum:

Rev. 6/4/2018

DISCLAIMER: THIS INFORMATION IS SUBJECT TO CHANGE. FOR THE OFFICIAL COURSE PROCEDURE CONTACT ACADEMIC AFFAIRS.

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:						
Outcome: Present knowledge of direct to consumer sale.						
A	B	C	D	F	N	Specific Competencies: <i>Students will be able to</i>
						Explain what products can be sold direct to consumer
						Exhibit knowledge of sale techniques
						Explain why this can be and how to make this profitable.
						Knowledge of manage technique that should be employed

UNIT 2:						
Outcome: Explain the types and how to carry out livestock and by-product sale.						
A	B	C	D	F	N	Specific Competencies: <i>Students will be able to</i>
						Explain what livestock and by-product products can be sold
						Exhibit knowledge of sale techniques
						Explain why this can be and how to make this profitable.
						Knowledge of manage technique that should be employed

UNIT 3:						
Outcome: Present knowledge of merchandising grains and grain by-products.						
A	B	C	D	F	N	Specific Competencies: <i>Students will be able to</i>
						Explain where can grains be sold
						Knowledge of how they can be sold
						Knowledge of what can be sold
						Knowledge of manage technique that should be employed

UNIT 4:						
Outcome: Demonstrate knowledge of input products to farmers.						
A	B	C	D	F	N	Specific Competencies: <i>Students will be able to</i>
						Explain what product do grain farmers need
						Explain what products do livestock producers need
						Exhibit how a producer should be approached
						Knowledge of manage technique that should be employed

UNIT 5:						
Outcome: Demonstrate knowledge of appraising livestock, grains and equipment.						
A	B	C	D	F	N	Specific Competencies: <i>Students will be able to</i>
						Exhibit the process needed in livestock appraisal.
						Exhibit the process needed in grain appraisal.
						Exhibit the process needed in equipment appraisal.

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.