

CLARENDON COLLEGE  
Division of Science and Health  
Course Number: AGMG 2406  
Course Name: Livestock and Meat Marketing

Credit Hours: 4

Semester: Spring  
Classroom Location: Courson RFO Center  
Instructor: Jason C. Green

Course Description: Exploration of the relationship of livestock production to marketing. Topics include trends, consumption, processing, distribution, governmental regulation, transportation, and animal health.

Required Instructional Materials: No text books required.

Other Relevant Materials: At least a 3 inch 3 ring notebook, paper, pen, pencil and a small pocket notebook for field trip notes. A pocket calculator is required.

Student Requirements:

- Due to the coursework and pace of the program, it is imperative that prospective students possess an agricultural background.
- The Ranch and Feedlot Operations Program accepts only a limited number of students for its one-year program. Students must apply and request an interview with the program faculty between **January 18 and May 1** to be accepted into the following year's program.
- The RFO certificate program is a TSI-waived program, and students are not required to take the TSI unless they want to seek an Associate of Applied Science Degree in Ranch and Feedlot Operations.
- Complete applications for admission to Clarendon College.

Methods of instruction:

- Lecture
- Videotape
- Demonstrations
- Presentations
- Peer review
- Readings
- Internet
- Field trips

Course Objectives: Explore the history of livestock marketing; summarize the history and provisions of governmental involvement in livestock marketing; explain the futures market; outline the processes involved in marketing livestock; examine the movement of livestock; and describe animal health problems and losses.

Grading Policies:

- Courses in the RFO Program are considered a block. This means if a student receives an F in one of the courses, that student will be dropped from the RFO Program.
- Student must have a 2.0 grade point to receive a certificate.
- Grades for each class will be calculated as follows:
  - Major Quiz-----70%
  - Short Quiz-----10%
  - Field Trip-----20%
- Grading scale is as follows:
  - 100-90% = A
  - 89-80% = B
  - 79-70% = C
  - 69-60% = D
  - Less than 60% = F
- Testing may be essay, true/false, multiple choice, fill in the blank, matching or oral.
- In the event a student misses a major quiz due to an excused absence, arrangements will be made to take the quiz either before or after the absence. Short quizzes or field trips cannot be made up regardless of reason for absence.
- It is important to notice that the field trip grade will be reflected in the final grade for **EVERY** class.
- Instructors will be available to meet with students before and after class. Each student will receive a mid-semester evaluation. It is the responsibility of the student to inform those involved (parents, guardian, sponsors, etc.) of their grades at mid-semester.

Classroom Policies

- Clarendon College RFO Program staff believes strongly that the greatest single predictor of student success is attendance. A student will therefore be allowed **three** absences per semester before being dropped from the program. The only excused absences will be your hospitalization, a written physician's order that you must stay at home, a death in the family or the death of a close friend. If a student is late for class, one-half day absence will be charged. On days when field trips are to be taken or a guest speaker is here being late for class or for the field trip the student will be charged with a full day absence.

## Classroom Conduct

A student may be placed on probation and later dismissed as a result of unacceptable conduct while attending the RFO Program at Clarendon College.

- When students introduce themselves they must do so in a manner that is acceptable for ladies and gentlemen associated with the Cattle Industry. All students are required to introduce themselves and state their home town when meeting Guest Speakers or Cooperators.
- Male only: Hair will be cut so as not to touch the collar or extend over the top of the ear. No earrings!
- No beards or goatees allowed; must be clean shaven.
- Mustaches are allowed but must be neatly trimmed and cannot be allowed to grow below the corner of the mouth.
- No shorts in classroom or on field trips.
- Foot wear must be appropriate for the occasion.
- No T-shirts on field trips. Shirts must have a collar.
- Clothing must be appropriate for the occasion; RFO staff will make final decision.
- No hats or caps are to be worn in the classroom.
- Sleeping during class will not be tolerated. Should this occur and the student does not get up and stand at the side of the room the student will be ask to leave for the balance of that class period.
- Cell phones must be turned off (silent) when class is in session.
- Students will not be allowed to have drinks or food in the classroom.
- Any student disrupting the class will be ask to leave for the balance of that class period.
- All students are expected to conduct themselves as responsible adults.
- Cursing should be controlled.
- Cheating will not be tolerated.
- Students will observe safety on field trips, care for the vans, and respect for other people's property.
- Failure to comply with lawful direction of a classroom instructor is a disruption for all students enrolled in the class. Cheating violations include, but are not limited to: (1) obtaining an examination, classroom activity, or laboratory exercise by stealing or collusion; (2) discovering the content of an examination, classroom activity, laboratory exercise, or homework assignment before it is given; (3) using an unauthorized source of information during an examination, classroom activity, laboratory exercise, or homework assignment; (4) entering an office or building to obtain unfair advantage; (5) taking an examination for another person; (6) completing a classroom activity, laboratory exercise, homework assignment, or research paper for another person; (7) altering grade records; (8) using any unauthorized form of electronic communication device during an examination, classroom activity, or laboratory exercise; (9) Plagiarism. Plagiarism is the using, stating, offering, or reporting as one's own, an idea, expression, or production of another person without proper credit.
- Disciplinary actions for cheating in a course are at the discretion of the individual instructor. The instructor of that course will file a report with the Dean of

Students when a student is caught cheating in the course, whether it be a workforce or academic course. The report shall include the course, instructor, student's name, and the type of cheating involved.

Students who are reported as cheating to the Dean of Students more than once shall be disciplined by the Dean. The Dean will notify all involved parties within fourteen days of any action taken.

American with Disabilities Act Statement:

Clarendon College provides reasonable accommodations for persons with temporary or permanent disabilities. Should you require special accommodations, notify the Office of Student Services (806-874-3571 or 800-687-9737). We will work with you to make whatever accommodations we need to make.

Dropping a Course

A student who is enrolled in a developmental course for TSI purposes may not drop his/her only developmental course unless the student completely withdraws from the college. A student may drop any other course with a grade of "W" any time after the census date for the semester and on or before the end to the 12<sup>th</sup> week of a long semester, or on or before the last day to drop a class of a term as designated in the college calendar. The request for permission to drop a course is initiated by the student by procuring a drop form from the Office of Student Services. (Refer to other policies concerning this issue in the current college catalog online.)

Withdrawal from College:

When a student finds it necessary to withdraw from school before the end of the semester, he or she should obtain a withdrawal form from the Office of Student Services. Students may also withdraw from the college by sending a written request for such action to the Registrar's Office. The request must include the student's signature, the student's current address, social security number and course information details. Students who withdraw after the census date for the semester and on or before the end of the 12<sup>th</sup> week of a long semester, or on or before the last day to drop a class of a term as designated in the college calendar will be assigned a grade of "W".

Tentative Course Schedule/Outline:

Variable Class Schedule:

The class schedule will be posted on the schedule board as soon as can be determined. The schedule may be changed at any time as deemed necessary by the staff of the RFO Program. Class start time and field trip departure time will be announced as needed. If a field trip is scheduled and for some reason it is cancelled, class will be conducted in the classroom. The opposite could occur; we could meet for class and go to the field.

Outline:

- Explore the history of marketing, from trail drives days to present.
- Packers and Stockyards Act: history and provisions.

- Futures Market; terminology, Chicago Mercantile Exchange, types of orders, hedging and options, technical analysis.
- Buying and selling cattle; weigh up, prior nutrition of feeder and stocker cattle, purchasing cattle at livestock auctions, order buyers, selling feedlot cattle, buying and selling commercial and registered breeding cattle, the causes of shrink.
- Livestock losses.
- Transportation of livestock.