

Clarendon College
AGRI 1325
Marketing of Agricultural Products
SYLLABUS

CLARENDON COLLEGE

Division of Science and Health

Course Name: AGRI 1325: Marketing of Agricultural Products

Credit Hours: 3 SCH

Semester: Summer 2025 Instructor: Edward Caraway PhD.

Class Time: Tuesday 13:00 Jordan

Email: *Edward.caraway@clarendoncollege.edu*

Office Hours: I-60 for an appointment

Course Description:

Essential marketing functions in the movement of agricultural commodities and products from producer to consumer.

Statement of Purpose:

Marketing of Agricultural Products partially satisfies the requirements for the Associates Degree at Clarendon College and is designed for transfer to a senior college.

Required Instructional Materials:

All reading and other material will be brought in throughout the term.

Other Relevant Materials:

Calculator

Methods of Instruction

This course centers upon class lecture and discussion. Discussion is essential for the exchanging of ideas and a greater understanding of the content. Therefore, questions will be asked in order to make a more complete learning environment. It is essential for the student to read the class assignments as a basis for the class.

Core Objectives

In accordance with recommendations from the Texas Higher Education Coordinating Board, all life and physical science courses at Clarendon College will address the following core objectives:

CT - Critical Thinking Skills – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.

COM - Communication Skills – to include effective written, oral, and visual communication.

EQS - Empirical and Quantitative Skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.

SR – Social Responsibility – to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

Student Learning Outcomes

1. Explain the essential marketing functions of buying, selling, transporting, storing, financing, standardizing, pricing, and risk bearing.

- Assesses CT and EQS with exams and assignments and COM with marketing plan.

2. Apply economic principles to the marketing of agricultural products.

- Assesses CT and EQS with exams and assignments and COM with marketing plan.

3. Identify alternatives in marketing of agricultural commodities/products

- Assess CT, COM, EQS, and SR with marketing plan, exams and assignments.

4. Examine the structure of agricultural markets.

- Assess CT, COM, EQS, and SR with marketing plan, exams and assignments.

Grading Policies:

Grades will be calculated as follows:

3 Exams (including the final) @ 65% of total grade

Marketing Plan @ 10% of total grade

Discussion and Participation @ 10% of total grade

Assignments/Quizzes @ 15% of total grade

The final semester grades will be figured as set in the current catalog:

90-100 = A 80-89 = B 70-79 = C 60-69 = D 59 or Below = F

Assessments or quizzes will be completed after respective units or where applicable in class each week.

Each exam will be administered after the completion of the respective section. Final Exam: Students must take a final. The time for the final is published at the beginning of each semester. The third exam of the semester will be the “Final” Exam and will be administered during the scheduled final exam time.

The Marketing Plan will require students, individually, to select an agricultural product and detail a plan to market this product. This plan will encompass the entire marketing system from before the product is produced and continue until it is sold the first time. Example: Determine when a

cow should calve, the length of time to raise the calf, etc. This plan will include examples of production costs, advertising, pricing etc. A full detail of the plan will be discussed later in the semester.

Discussion and participation will be based upon the student's involvement in the class.

- Attendance and participation is required and expected.

Personal Policies

I want everyone to succeed in this class. Never be afraid to come and see me if you have questions or concerns.

Missed Exams: Arrangements with the instructor must be made prior to the student missing an exam so that an alternative time may be scheduled. It is NOT the instructor's responsibility to track down a student to complete an exam. Should a student not make any attempt to contact the instructor prior to or after missing an exam they will forfeit any possibility of completing any type of make-up exam and will earn a grade of "0" for that exam.

Missed Class: I am not your mother! I will not come to your dorm room and wake you up for class. Welcome to college. It is your responsibility to be in class on time. If you are sick or have an emergency please send me an email or call my office and notify me. Oversleeping will not qualify as an excused absence.

College Policies

Academic Integrity Policy Clarendon College is committed to a philosophy of honesty and academic integrity. It is the responsibility of all members of the Clarendon College community to maintain academic integrity at Clarendon College by refusing to participate in or tolerate academic dishonesty. Any act of academic dishonesty will be regarded by the faculty and administration as a serious offense.

Academic dishonesty 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) observing the work of another during an examination or providing answers to another during the course of an examination; (4) using an unauthorized source of information during an examination, classroom activity, laboratory exercise, or homework assignment ; (5) entering an office, classroom, laboratory, or building to obtain unfair advantage; (6) taking an examination for another person; (7) completing a classroom activity, laboratory exercise, homework assignment, or research paper for another person; (8) altering grade records; (9) using any unauthorized form of an electronic communication device during an examination, classroom activity, or laboratory exercise; and/or, (10) plagiarism. (Plagiarism is defined as the using, stating, offering, or reporting as one's own, an idea, expression, or production of another person's work without proper credit. This includes, but is not limited to, turning in a paper purchased or acquired from any source, written by someone other than the student claiming credit, or stolen from another student.)

Students are responsible for reporting known acts of academic dishonesty to a faculty member, the program coordinator, the associate Vice President, and/or Vice President. Any student with knowledge of a violation who fails to report it shall him/herself be in violation and shall be considered to have committed an act of academic dishonesty. Additionally, any student who reports him/herself in violation of this code before it is likely that another might consider this possibility will be understood as repentant

and acting in good faith. Though the confession will not excuse the student for the violation, the confession will be considered and the violation should not result in suspension from school except in the most extreme cases.

While academic integrity and honesty are the responsibility of the individual student, each individual faculty member, teaching assistant, and/or laboratory instructor is responsible for classroom management and for maintaining ethical behavior within the classroom and/or laboratory. Faculty who discover or suspect a violation should discuss the matter with the suspected violator(s) and attempt to resolve the case at that point. In cases of convincing evidence, the faculty member should take appropriate action. The faculty member and student should complete a Counseling Sheet regarding the violation. (The Counseling Sheet should contain at a minimum the date and time of the violation, the course, the instructor's name, the student's name, an explanation of the infraction or facts of the case, and the resolution to the incident.) This form should be signed by the student, faculty member, program coordinator, and the Vice President of Student Affairs. The Executive Vice President of Student Affairs will maintain a file on all violations. If a faculty member prefers to report the case directly to the Vice President of Student Affairs, it remains his/her prerogative to do so. Additionally, if the faculty member and the accused student cannot reach a resolution or if the faculty member believes that suspension from school is the only fair sanction, the case should immediately be reported by the faculty member, in writing, to the Vice President of Student Affairs. If the Executive Vice President of Student Affairs observes any trends in student behavior which involve more than one violation or act of academic dishonesty, the Vice President is responsible for notifying all faculty members involved, for contacting the student(s) involved, and after consultation with the faculty member(s) involved for taking the appropriate action. The Executive Vice President of Student Affairs is responsible for the timely notification (normally within two weeks) to all parties of an action taken.

Students wishing to appeal a disciplinary decision involving academic integrity or acts of academic dishonesty may do so through the Student Appeals and Grievance Procedure.

Withdrawing from (Dropping) the Course If you decide that you are unable to complete this course or that it will be impossible to complete the course with a passing grade, you may drop the course and receive a "W" on your transcript instead. (The last day to drop a course is available on the Academic Calendar, located at the Student link on the Clarendon College website.) Withdrawal from a course is a formal procedure that you must initiate. If you do not go through the formal withdrawal procedure, you will receive whatever grade you have earned.

Whether to drop a class or not requires a lot of thought. According to Texas state law a student is only allowed to drop the same class twice before he/she will be charged triple the tuition amount for taking the class a third time or more. Furthermore, beginning with the Fall 2007 semester, students in Texas may only drop a total of 6 courses throughout their entire undergraduate career. After the 6th dropped class, he/she will no longer be able to withdraw from any classes.

Accommodations Statement Clarendon College provides reasonable accommodations for persons with temporary or permanent disabilities. Should you require special accommodations, notify the Vice President of Student Services. We will work with you to make whatever accommodations we need to make.

Student Rights and Responsibilities:

are listed on the College website at:

<http://www.clarendoncollege.edu/Resources/Student%20Services/StudentRightsResponsibilities.pdf>

Tentative Course Schedule (Subject to change):

Unit 1: Marketing and the Food industry (Part I, II and III)

Unit 2: Agricultural Business: Marketing and Pricing (Part I, II, III and IV)

Unit 2: Agricultural Business: Marketing and Pricing (Part III and IV)

Unit 3: Economic Process (Part I, II, III and IV)

Exam 1, Units 1, 2 and 3

Unit 4: Systems of Distributive Channels

Unit 5: Advertising for Agriculture (Part I, II and III)

Unit 6: Promoting the Product in Agriculture (Part I, II III and IV)

Exam 2: Units 4, 5 and 6 Tentatively

Unit 7: Agricultural business: The Selling Process (Part I, II, III and IV)

Unit 8: Ag Markets, Commodities and Contracts

Unit 9: U.S. International

Exam 3 (Final Exam) units 7, 8 and 9