AEC 316: AGRICULTURAL MARKETING
Texas A&M University-Commerce
School of Agriculture
Fall 2015

Syllabus

INSTRUCTOR: Dr. Rafael Bakhtavoryan
Office: Agricultural Science Building, Room 154
Phone: (903) 886-5367
Email: Rafael.Bakhtavoryan@tamuc.edu (please use "AEC 316" as the subject of the email)

CLASS SECTION: 01E

CLASS MEETING: TR 9:30-10:45 a.m., AGIT Room 238

OFFICE HOURS: My scheduled office hours are from 11:00 a.m. to 2:30 p.m. Tuesday and Thursday, or by appointment (email is the best way of communication for making appointments). Also, I keep an open-door policy. So, feel free to stop by my office and ask questions anytime. In case I am not available or cannot meet with you at that time, send me an email and we will make an appointment.

In addition, we will also rely on handouts and PowerPoint presentations provided throughout the semester.

COURSE DESCRIPTION: A broad view of marketing; food markets and consumption; marketing functions and institutions. Applications of economic theory to agricultural price estimation, discovery, and determination.

COURSE OBJECTIVES: The objectives of this course are:
1. To familiarize you with agricultural marketing and its role in food and fiber system.
2. To discuss the importance and the complexity of the agricultural and food marketing system.
3. To provide factual knowledge related to agricultural marketing: terminology, classification, methods, and trends.
4. To enable you to apply the basic economic concepts and analytical tools to understand the market forces that affect prices, and to enable you to use these tools to evaluate markets, prices, and current agricultural marketing issues.
STUDENT LEARNING OUTCOMES: After studying all materials and resources presented in this course, students will be able to:
1. Explain different competitive environments in which various market participants operate.
2. Describe different marketing activities and services that take place as agricultural commodities go from the farm gate to the plate.
3. Explain how price is determined, and how farm, wholesale, and retail prices are related.
4. Discuss trends and the behavior of consumers, marketers, and the food service market.
5. Discuss agricultural trade, policies, trade barriers, and international organizations and agreements.
6. Explain the importance of commodity varieties and qualities, as well as place and time aspects of marketing.
7. Understand and apply hedging using futures and options.

LECTURE TOPICS:
Part I: Marketing, Market Competition, and Consumer Markets
Chapter 1: Agricultural Marketing: An Introduction
Chapter 2: The Competitive Environment
Chapter 3: Functions, Structure, and Alternatives in the Agricultural Marketing System
Chapter 4: Price Determination: Matching Quantities Supplied and Demanded
Chapter 5: The Domestic Market: A Developed Economy
Chapter 6: The International Market

Part II: The Marketing System
Chapter 7: Pricing and Exchange Systems and Alternatives within the Marketing-Procurement Channel
Chapter 8: Providing the Optimum Varieties and Qualities
Chapter 9: Place and Time Aspects of Marketing
Chapter 10: Understanding and Applying Hedging Using Futures, Options, and Basis

GRADING POLICY: Your grade for the semester will be a weighted average of class participation, daily review quizzes, individual term paper, homework assignments, and three in-class exams.

Class participation 5%
Daily review quizzes 5%
Term paper 15%
Homework assignments 15%
Exam 1 20%
Exam 2 20%
Final Exam 20%

GRADING SYSTEM: Course grading is done according to the following scale:

<table>
<thead>
<tr>
<th>Range</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>A</td>
</tr>
<tr>
<td>80-89.99</td>
<td>B</td>
</tr>
<tr>
<td>70-79.99</td>
<td>C</td>
</tr>
<tr>
<td>60-69.99</td>
<td>D</td>
</tr>
<tr>
<td>Less than 60</td>
<td>F</td>
</tr>
</tbody>
</table>
**CLASS PARTICIPATION:** The goal of class participation is to provide students with an incentive to come to class prepared and having read the appropriate course material. There is a couple of ways for you to earn class participation points. First, you can earn them by correctly answering questions posed by the instructor. Second, you can earn participation points by contributing to class discussions through thoughtful, timely, and constructive ideas/comments, as called upon by the instructor, or on a voluntary basis.

You will record your own participation points and the associated questions you answered or ideas/comments you voiced to earn the participation points on a piece of paper that you will have to give to the instructor at the end of the class. Make sure you also write your name, the date, and the course title on the paper. If you fail to give the instructor the paper with the points, associated questions and ideas/comments, your name, the date, and the course title at the end of the class, you will not be given any participation points for that class.

I will give full credit for class participation (5%) to a student with maximum points at the end of the semester. The rest of students’ class participation will be evaluated relative to the full-credit student’s total points. You can email me asking about your total participation points at the moment. I will keep you posted on the maximum points earned at the time throughout the semester so that you can see where you are at as far as class participation.

**DAILY REVIEW QUIZZES (DRQs):** The DRQs will be given almost every class on material covered in the prior class period. DRQs are intended to: (1) motivate you to come to every class (2) motivate you to study on a regular basis, and (3) give you and your instructor immediate feedback on your progress. No make-up DRQs will be given and a grade of zero will be assessed for the missed DRQ.

**TERM PAPER:** All students are required to write an individual term paper. Please make arrangements to meet with the instructor in the second week of the course to select a topic. The paper is due on the last day of class (December 10th) at 9:35 a.m., no exceptions. Students are encouraged to submit completed papers in advance. Papers must be submitted both electronically (by email) and in hard copy. Guidelines for writing the term paper will be provided throughout the semester.

**HOMEWORK ASSIGNMENTS:** Homework assignments will be assigned regularly. Homework assignments are intended to help students enhance understanding of the material covered in class. Homework assignments must be submitted to the instructor on the due date at the beginning of the class. No late submission of a homework assignment will be accepted and a grade of zero will be assessed for it. If you expect to miss class, you can submit your homework assignment early. If necessary, homework assignments will be discussed in class to help students with homework problems.

**EXAMS:** Other than for university-excused absences or a valid doctor’s excuse, no make-up exams will be given. If an exam is missed a grade of zero will be assessed for it. Final exam is NOT comprehensive. Students cannot use a programmable calculator for exams. A simple 4-function (addition, subtraction, multiplication, and division) calculator is sufficient for all problems. Also, no use of cell phones as calculators is allowed for exams.
PROCEDURE FOR APPELLING GRADES: You may appeal a grade received on any course assignment within 2 days after you receive the grade. There must be sufficient documentation (the graded exam, DRQ, homework assignment) to substantiate your claim. If there is no documentation, no grade change will occur.

A ROADMAP FOR SUCCESS IN AEC 316 & MY EXPECTATIONS OF YOU:
1. Come to class in a timely manner and stay for the duration of the class.
2. Prior to class, read the assigned readings, print and review the relevant PowerPoint slides.
3. Participate in class discussions sharing your insights through your questions and comments.
4. Complete and turn in course assignments at the scheduled time.
5. Use the web to actively seek out other relevant sources that fit your learning style and help you better understand the material.
6. Use your instructor as a resource for understanding the course material during the office hours.
7. Come to exams prepared.

COMMUNICATION: Class-related material and information (PowerPoint presentations, homework assignments, announcements etc.) will be sent to students by e-mail with an appropriate lead time. Students are responsible for checking their e-mail accounts, downloading the appropriate class material, printing it out (if necessary), and bringing it to class to facilitate the note taking. Readings assigned for a particular day should be done before class that day, because this is the material that will be discussed in class that day.

IMPORTANT DATES:
August 31st, Monday: First day of classes.
November 26th and November 27th: Thanksgiving Holiday (No Class).
December 11th, Friday: Last day of classes.
December 17th, Thursday: Final Exam, 8:00 - 10:00 a.m.

STUDENTS WITH DISABILITIES: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library
Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu

COUNSELING CENTER: A student that faces a crisis or a serious and unforeseeable event that affects his/her class performance must contact the Counseling Center, Student Services Building, Room 204, Phone (903) 886-5145. If important class material or course assignments are missed because of such crisis or event, the student must contact the instructor as soon as possible.
GENERAL POLICIES FOR CLASSES: All students enrolled at the University will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student’s Guide Handbook, Rules and Procedures, Code of Student Conduct (http://www.tamuc.edu/CampusLife/documents/studentGuidebook.pdf).

ACADEMIC INTEGRITY: Students must follow the Code of Student Conduct in the Student Guidebook (http://web.tamuc.edu/admissions/studentGuidebook.aspx). Any form of plagiarism or academic dishonesty will not be tolerated. Academic honesty is defined on Chapter 13 Students (Academic) of the TAMUC Rules and Procedures (http://web.tamuc.edu/aboutus/policiesproceduresstandardsstatements/rulesprocedures/):

“Academic dishonesty” includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one’s own), cheating, collusion (the unauthorized collaboration with others), and abuse (destruction, defacing, or removal) of resource material.

NOTE: The instructor reserves the right to make changes to the syllabus as needed. If changes are made, you will be notified of them ahead of time.