BUS 478 – AGRICULTURAL MARKETING

SYLLABUS

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Valdosta, GA 31601

COURSE DELIVERY:

Print-Based Correspondence Course

CREDIT HOURS:

Three Semester Hours

PREREQUISITES:

BUS 105 Introduction to Agribusiness, BUS 207 Introduction to Accounting I, or consent of instructor.

COURSE TIME LIMITS:

The minimum course completion time for a three credit hour print correspondence course is six weeks from the date of enrollment.

All correspondence courses have a maximum course completion deadline of one year from the date of registration.

COURSE MATERIALS:

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to exstudies.adams.edu and click on the "Bookstore" link. Select "DISTLEARN" from the department menu. (http://adams.edu/students/sub/bookstore/)

Use Section Number: 1535 to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.
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Required Textbook:


**CATALOG DESCRIPTION:**

An overview of current marketing methods used for agricultural products and services, adding value to products, and selling that value to consumers.

The goal of this course is to explore current marketing methods for agricultural products and services, providing knowledge toward efficient and effective marketing schemes, how they are used, and why they work. The concept of value-added marketing will be stressed in this course.

The agriculture industry represents the largest segment of career options available today. As well, currently a shortage exists for post-secondary trained agricultural workers. This course is designed to provide students with specific information in agricultural marketing and agribusiness practices. Career skills in the agriculture and agribusiness industries are explored. This course is intended to help prepare students for upper level agribusiness curriculum and career consideration.

**STUDENT LEARNING OUTCOMES:**

Upon completion of this course, the student will be able to:

1. Demonstrate comprehension of strategic marketing.
2. Identify and describe personality traits that affect success at various segments of the marketing mix.
3. Demonstrate comprehension and appreciation for value added products, benefits, and limitations.
4. Identify economic opportunities for new genetic or other value added products.
5. Describe functional food value of designer crops and where this fits into a market.
6. Describe methods used to protect value and intellectual property in value added products.
7. Demonstrate how to sell quality in a commodity oriented marketplace and describe items of importance in doing this successfully.

**COURSE REQUIREMENTS:**

This coursework will consist of six exams and one marketing paper. The Study Guide walks you through each chapter assignment in preparation for the papers and exams.

This course is divided into 5 units each consisting of 3 chapters in the text. Once you have completed the work in each unit and have requested your exam, you will take the unit exam.
Syllabus Assignment
It is your responsibility to read and understand the Syllabus for this course. In Unit 1 there is a required Syllabus Agreement. This is non-graded but required for completion of the course.

Unit Exams
Exams will consist of true/false, multiple choice, and short answer questions. Each exam will be proctored and is 90 minutes in duration. No books or notes of any kind will be allowed during the exams. Calculators are authorized for the exams. More details as to the specific content and timing of exams are provided in the Study Guide.

Final Exam
This exam will consist of true/false, multiple choice, and short answer questions. It is proctored and is 120 minutes in duration. No books or notes of any kind will be allowed during the exams. Calculators are authorized for the exams. More details as to the specific content and timing of exams are provided in the Study Guide.

Marketing Project
Use the class exercises at the end of each chapter to build a report encompassing all the chapters in one practical application for the marketing of an agricultural commodity. Please prepare a formal, written (typed, 12 pt. font, double-spaced, 1-inch margins) report as you would use to present your plan for marketing your chosen product.

Each class exercise at the end of each chapter should be included in the report and presentation. You may include a bulleted list in an appendix, but the report should be structured in sentences and paragraphs as if you were submitting a formal report to your boss. You may encounter obstacles in marketing a specific product in a specific manner, location, etc. These obstacles should be described and suggestions of action to handle these obstacles made in your report.

I also expect a formal suggestion of action from you in conclusion of your report. You will need to defend your suggestions, i.e. why an action should or should not be taken in a specific manner, which needs to be supported by research.

All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.

Computer/Internet Requirements
Components of this course may require Internet or other computer use. If you do not have access to a computer and/or word processing software, please contact the instructor prior to starting the course.
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GRADE DISTRIBUTION AND SCALE:
In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Percentage of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syllabus Assignment</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Exams (5 @ 60 points each)</td>
<td>300</td>
<td>43.0%</td>
</tr>
<tr>
<td>Marketing Project</td>
<td>200</td>
<td>28.5%</td>
</tr>
<tr>
<td>Final</td>
<td>200</td>
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</table>

700 points

Grade Scale:

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Percentage</th>
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</tr>
</thead>
<tbody>
<tr>
<td>731-800 points</td>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>661-730 points</td>
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<td>591-660 points</td>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>531-590 points</td>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>Less than 530 points</td>
<td>59% and below</td>
<td>F</td>
</tr>
</tbody>
</table>

ADA STATEMENT:

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at odsd@adams.edu, or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.
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ACADEMIC INTEGRITY:

In accordance with Academic Policy 100-03-01, Adams State University, to preserve academic integrity, does not tolerate academic dishonesty (misconduct). Every student is required to practice and adhere to the principle of ACADEMIC INTEGRITY while undertaking studies at Adams State University. Students and faculty at Adams State University value academic honesty as a virtue essential to the academic process. Cheating, plagiarism, unauthorized possession or disposition of academic materials, or the falsification or fabrication of one’s academic work will not be tolerated.

Any offense will result in a zero for the exam, lesson, or exercise in question and may result in failure of the course. Please refer to the ASU Extended Studies Academic Integrity website for more information including the student handbook: Academic Integrity at Adams State University.

All written work is subject to plagiarism detection software review.

EXAMINATIONS:

Please refer to the Guidelines for Proctored Exams and submit your Exam Request Form three weeks BEFORE you plan to take the exam.