Objective: The purpose of this syllabus is to guide the participant in the requirements, demands, logistics and expectations of this course.

Getting Help:
To receive technical assistance on issues related to WebCT contact:

Academic Instructional Technology Help Desk
ES 102
Monday-Thursday
8:00 a.m. 9:00 p.m. Friday 8:00 a.m. 5:00 p.m.
(719) 5877371
ascwebct@adams.edu

Instructor Information:

Zena Buser, PhD
Office: BUS 234
719-587-8166
zenabuser@adams.edu

Office Hours:
10:00 – 12:00 Monday and Wednesday, 1:00 – 2:00 PM Tuesday, or by appointment. These are my physical as well as virtual office hours, so feel free to visit in the manner that helps you most. I am in my office quite a bit, so feel free to call or email as questions arise – I will reply as soon as possible even if not during designated office hours.

Required Texts:
To order textbooks or obtain information about book titles, please go to www.exstudies.adams.edu and click on the – ASC Bookstore icon. Please use Section Number: 1289 to order books from the Bookstore site.


Welcome
Welcome to BUS 478, Agricultural Marketing. This is a very practical and applicable course for those interested in or already involved in production agriculture and/or those businesses supporting production agriculture. This course encompasses a variety of topics and issues related to the marketing of agricultural and agribusiness products. Each module includes the lecture notes for the chapters included in the module. Time management will be important in obtaining greater value from the information presented, so please contact me in a timely fashion if you have any questions.
Introduction
This course is fully online, so you are in control of your schedule to meet the deadlines expressed in the following outline. You will be expected to read the chapters in the text as assigned, as well as use the posted presentation slides and lecture notes to benefit your individual learning style. There is no face-to-face contact with the instructor in a completely online course, but you should not feel alone in this learning endeavor as I will be available by phone and email. You should also make use of networking opportunities with your fellow students in the WebCT chat room associated with the course. I would like to stress the importance of organization and avoidance of procrastination with this course. This syllabus outlines the pace of the course and my expectations of you as a student in this course. Deadlines exist to help keep everyone on schedule, if you are having trouble with a subject please contact me in a timely fashion so that you do not fall behind and become overwhelmed.

Credit Hours
3

Catalog Description
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.

Prerequisites
Bus 103 Intro to Business or Bus 105 Intro to Agribusiness, Bus 304, Principles of Marketing, and Bus 318 Business Statistics, or instructor consent.

Course Objective
The objective of this course is to provide practical knowledge and application capabilities to the student for the marketing of agricultural products. This course will explore current marketing methods for agricultural products and services, thereby providing knowledge toward efficient and effective marketing schemes. The student will be able to demonstrate and understanding of these techniques through a semester long marketing project as well as exams. The purpose of this syllabus is to guide the student through the requirements and evaluation criteria of the course, as well as aid in time management.

Student Learning Outcomes
At the end of this course, you should 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

Classroom Decorum: As this is class is 100% online, decorum in the classroom should not be an issue. However, regarding discussion boards, classroom chats, email, phone, and all other communications - mature, tolerant, and respectful behavior is expected.

_Rude, disrespectful behavior toward other members of the class or myself will not be tolerated in this course. Plagiarism is not tolerated and will result in a failing grade._

Assignments:
· Your continual assignment is to keep up with the reading and to give attention to the study questions at the end of each chapter in preparation for the exams. There are no formal written assignments for this course, but I encourage you to do the case studies and ask any questions you may have.

· Exams: Exams will be made available through the Assessments tab in WebCT on the day each exam is scheduled (see outline). You will have 5 days to answer the questions (hopefully correctly!) and submit your exam back to me. I will post your exam grade in the grade book when all exams are graded. **Exams cannot be taken late.** If you experience a situation that will prevent you from taking the exam during the week it is scheduled, please contact me to make arrangements prior to that specific week. Failure to contact me and make those arrangements will result in a grade of 0 on that exam, which will be damaging to your overall course grade.

· Discussions: Please use the Discussions tab to network with other students in the course and myself. The discussions tab allows members of the class to post messages which everyone can read and discuss anytime. I will check the discussions board weekly (at the least, if possible I will check daily) to be available for clarification and contribute to conversations as appropriate. This may help you with your case studies and exams, but is for networking and clarification purposes - you will not be graded on your discussions. That said **all communication should be respectful, meaningful, and related to the course.**
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 to turn in along with a power-point presentation 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 (library, compiled interviews, etc.).

Grading:
Exams (6 @ 50 points each) 300 points
Marketing Project 200 points
Final 200 points
700 points

Grading Scale:
A = 90 – 100
B = 80 – 89
C = 70 – 79
D = 60 – 69
F = below 60