

**APEC 309: ECONOMICS OF AGRICULTURAL MARKETING
COURSE SYLLABUS
FALL 2008**

Instructor Information

Instructor: Kathryn Boys
Office: 274 Barre Hall
Phone Number: 656.4345
Email address: kboys@clemson.edu
Office Hours: T 2:30-5:30; Th 2:30-3:30 and
by appointment

Course Information

Meeting Dates: Weekly - Tuesday & Thursday
Meeting Time: 12:30-1:45
Meeting Location: P&AS E-145
Prerequisite: AP EC 202
Credits: 3

COURSE CALENDAR DESCRIPTION

General course in marketing of agricultural commodities with particular emphasis on food products. Analyzes efficiency criteria, consumer behavior, market organizations and institutions, and marketing functions.

LEARNING OBJECTIVES

This course will provide an overview of domestic and international agricultural markets and provide a framework for analyzing those markets. Specific learning objectives include:

- To understand what marketing is and the role of marketing in food and fiber systems;
- To recognize and describe the major participants in the food supply chain and how each contributes to the final products and services offered to consumers;
- To identify the major elements of a firm's marketing strategy and understand how that strategy will vary dependant on whether it is a B2B or a B2C customer;
- To improve understanding of the relationships between farm, nonfarm and retail food prices;
- To understand the benefits and drawbacks of the various industrial organization structures;
- To improve understanding of spatial and temporal aspects of agri-food marketing;
- To identify major trends in food spending and consumption.

Students may vary in their competency levels on these abilities. You can expect to acquire these abilities only if you honor all course policies, attend classes regularly, complete all assigned work in good faith and on time, and meet all other course expectations of you as a student.

TEACHING STRATEGY

As it is the intent of this course to deliver as rich a learning experience as possible, a variety of learning tools are made available. The core concepts of agricultural marketing are introduced through lectures and readings. To make the course material more relevant and understandable to students, theoretical concepts are supplemented by the use of assignments that employ a variety of 'real world' applications and scenarios. To facilitate mutual learning and support, student interaction is required through in-class discussion and peer evaluation.

COURSE SCHEDULE

The course schedule is included at the end of this syllabus. Please note that the topics covered and dates listed are tentative. The instructor reserves the right to adjust this schedule dependent upon how quickly/slowly we progress through the course material.

COURSE MATERIALS AND LEARNING RESOURCES

Required Resources:

Kohls, Richard L. and Joseph N. Uhl. 2002. *Marketing of Agricultural Products* – 9th Edition. Prentice Hall: Upper Saddle River, NJ.

Babb, Emerson M. and Gene A. German. 1997. “Supermarket University: Instruction Manual for Supermarket Chain Simulator.” Purdue University Staff Paper 97-05. Available online at: <http://ageconsearch.umn.edu/bitstream/28612/1/sp97-05.pdf>

Tropp, Debra, Edward Ragland, and James Barham. 2008. The Dynamics of Change in the Food Marketing Environment. USDA AMS Agricultural Handbook 728-3. Available online at: <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5070995>

Recommended Resources

Schrimper, Ronald A. 2001. *Economics of Agricultural Markets*. New Jersey: Prentice Hall.

Useful Websites

US Department of Agriculture Economic Research Service (USDA-ERS) – <http://www.ers.usda.gov/>

US Department of Agriculture Agricultural Marketing Service (USDA-AMS) – <http://www.ams.usda.gov/>

Other resources will be recommended as the semester progresses. When possible, recommended materials will be made available on reserve in the library.

GRADING SCALE

The final course grades for this course will be based on the following scale:

<u>Final Letter Grade</u>	<u>Graded Assignment Score</u>
A	≥90.1%
B	80.0-90.0%
C	70.0-79.9%
D	60.0-69.9%
F	<60.0%

STUDENT ASSESSMENT

Grades for this course will be based on your performance on a series of quizzes, presentations, and other methods of assessment. The final grade weight and a brief description of these items are as follows:

Assignment	Relevant Dates	Weight in Final Grade
Participation, Professionalism & Peer Evaluation	Participation and Professionalism required each class. Peer evaluation dates will vary.	10%
Assignments	Dates Vary	25%
Term Project	Presentations: Nov. 13, 18, 20. Paper: Nov. 12 at 5:00 pm	25%
Mid-Term Exam	Tuesday September 30	15%
Final Exam	Monday December 8 from 3:00-5:30	25%
Note: Bonus Grades: A reading assessment test on Babb and German (1997) will be held on September 18. This test will be worth an additional (potential) 2% extra credit.		

Participation, Professionalism & Peer Evaluation

Students are expected to contribute to daily class discussions and to providing feedback to their peers in a respectful and professional manner. Quality of communication is valued over quantity of contributions.

In addition to verbal participation, throughout the semester you will also be periodically required to evaluate presentations of your peers and teammates.

Assignments

1. Current Issue Briefing (10%)

Students will be required to present a ten (10) minute presentation on a current agricultural marketing issue and to provide a two-page (max) briefing on this topic. Presentations will take place throughout the semester at the beginning of each class; briefings are required during class time on the day of the presentation.

For this presentation you are requested to envision yourself as an employee of an agricultural firm who is responsible for providing a briefing on the selected issue to senior organization management (the class). It is your duty to keep management abreast of current issues and how they are likely to affect your organization and industry. Management's time is very limited and you must succinctly (and professionally) present this information; the ten (10) minute time limit will be strictly adhered to and PowerPoint slides to support your presentation are recommended.

It is important to note that the written submission is NOT to be simply a written report of what is said during class. This submission should provide additional quantitative support for your assessment and must provide appropriate documentation of the sources used in your analysis. The two-page limit for the written submission refers to the paper's discussion only. Figures, tables, and references may be included in addition to this limit.

Students have the option to choose their own topic or to have the instructor choose one for them. For those who select their own topic, to ensure that selected topics are sufficiently relevant and do not overlap in their focus, instructor approval will be required. This approval must be obtained a minimum of one week in advance of the presentation date. For all presentations, a short article on the chosen topic must be selected and made available to the class a minimum of one week in advance of the presentation.

2. Supermarket Simulation (15%)

In this exercise you will make marketing and other managerial decisions about running a grocery store. For this assignment you will be placed in teams and will be competing against the other groups in the class. In assigning grades for this assignment, evaluations by teammates will be used to adjust team grades to reflect the relative contributions of group members.

An in-depth discussion of this assignment will take place during class on September 18th. This exercise will begin on September 25th and continue through the end of the semester.

Term Project

The term project for this course will require that you do an assessment of the market for one of the major agricultural commodities that are produced in South Carolina. This assignment will be done in teams and will consist of a presentation (40 min max.) and report.

Teams may choose one of the following commodities:

- Broilers
- Turkeys
- Cattle and Calves
- Cotton Lint/Seed
- Tobacco
- Greenhouse/Nursery/Floriculture

Each commodity can be selected by only one team, and commodities will be allocated to teams on a 'first come, first serve' basis.

In assigning grades for this assignment, evaluations by teammates will be used to adjust team grades to reflect the relative contributions of group members. Additional information on the requirements for this project will be presented during class on September 18th.

Mid-Term Exam

The mid-term exam will be held during class on September 30th and will include questions of a variety of formats (including calculations). The week prior to the exam an announcement will be made concerning the content to be covered on the exam.

Final Exam

The final exam is scheduled to be held on Monday December 9th. This exam is required of all students and will be comprehensive of all material covered in this course.

COURSE POLICIES

GRADING POLICY

Considerable care is paid to providing fair and useful feedback to students on all assignments. If you disagree with a grade on an exam, presentation or other assignment, written justification (not an email) shall be submitted to the instructor within one week of the received grade. Assigned grades will not be reconsidered after this time.

LATE PAPERS AND MISSED TESTS

All work is due at the time indicated on the assignment syllabus or discussed in class. The ability to meet course deadlines is a reflection of professionalism. All assignments will be submitted on or before the beginning of class on the date due. Any late assignment will be penalized 20% per school day and 30% per weekend. Assignments will not be accepted 5 days after the original due date. In the case of quizzes or exams, there will be no make-up tests for absences that are unexcused.

COMMUNICATION DEVICES

During class time all communication devices must be turned to silent mode. If you receive a call that you must respond to, you must take it outside the classroom. Cell phones, pagers, and other communication devices are strictly prohibited from being on your person during quizzes and exams. Violation of this policy may result in a grade of zero on the relevant assignment.

ATTENDANCE POLICY

Clemson's class attendance policy is outlined on pages 26-27 in the Undergraduate Announcement 2008-2009. In part this reads: "College work proceeds at such a pace that regular attendance is necessary for each student to obtain maximum benefits from instruction. Regular and punctual attendance at all class and laboratory sessions is a student obligation, and each student is responsible for all the work, including tests and written work, in all class and laboratory sessions. No right or privilege exists that permits a student to be absent from any given number of class or laboratory sessions except as stated in the syllabus for each course. At the same time, it is obvious that students have valid reasons for missing classes; the instructors are expected to be reasonable in the demands they place on students." (P. 26, Undergraduate Calendar - Academic Regulations; available online at:

www.registrar.clemson.edu/publicat/catalog/2008/acadreg.pdf).

In this course attendance will not be taken. However, as final grades are partially dependent upon class participation and unannounced quizzes, grades for those who regularly miss class without prior notice or other reasonable explanation will likely be adversely affected.

Whenever possible, students are strongly encouraged to notify the instructor of their absence through the MyCLE system (Notification of Absence module). This does not serve as an excuse from class and students are encouraged to discuss any absences with their instructor. For an absence to be considered excused, you must present a documented medical note or signed official university excuse. Students for whom there is a conflict between a religious obligation and a scheduled test or other assignment, must contact the instructor within two weeks of the distribution of the course syllabus to make alternative arrangements. For all other absences the

instructor may require that other appropriate documentation of the absence be provided. It is required that work missed during all absences (excused and unexcused) is completed satisfactorily.

DISMISSAL POLICY

Students may leave if the instructor or a replacement has not arrived by 12:45

ACADEMIC INTEGRITY

As members of the Clemson University community, we have inherited Thomas Green Clemson's vision of this institution as a 'high seminary of learning.' Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.

When, in the opinion of a faculty member, there is evidence that a student has committed an act of academic dishonesty, the faculty member shall make a formal written charge of academic dishonesty, including a description of the misconduct, to the Associate Dean for Curriculum in the Office of Undergraduate Studies. At the same time, the faculty member may, but is not required to, inform each involved student privately of the nature of the alleged charge.

In brief, you are expected to be on your honor not to cheat and to report cheating if you are aware of it. Be aware that cheating includes lying about absences, giving or receiving information on tests, unauthorized co-operation or collaboration, and plagiarism. The complete university policy regarding academic integrity is outlined on pages 28-29 in the Undergraduate Announcement 2008-2009. If you have not already done so, please read this section and know that I uphold this university policy. Please note that a first violation of the university's academic integrity policy can result in a grade of 'F' in the affected course.

ACCOMMODATION FOR STUDENTS WITH DISABILITIES

It is a University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities. Students with disabilities who need accommodations should make an appointment with Arlene Stewart, Director of Student Disability Services, to discuss specific needs within the first month of classes. Students should present a Faculty Accommodation Letter from Student Disabilities Services when they meet with instructors. Student Disability Services is located in G-20 Redfern (telephone number: 656-6848; e-mail: sds-1@clemson.edu). Please be aware that accommodations are not retroactive and new Faculty Accommodation Letters must be presented each semester.

RIGHT TO SYLLABUS CHANGE

The above schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances and/or to ensure better student learning.

TENTATIVE COURSE SCHEDULE

DATE		MODULE	TOPIC(S)	RECOMMENDED READING	
August	15		Introduction	Chapter 1	
September	26	Framework of The Marketing Problem	Role of Marketing in the Agribusiness System	Chapter 1	
	28		Analyzing Agricultural and Food Markets	Chapter 2	
	2		Agricultural Production and Marketing	Chapter 3	
	4		Analysis of Supply	Chapter 3	
	9		Food consumption and Marketing	Chapter 4	
	11		Analysis of Demand and Elasticity Concepts	Chapter 4	
	16		Market Equilibrium	Chapter 8: pages 137-153	
	18		Supermarket Simulation Overview; Term Paper Overview	Babb and German, 1997	
	23	Food Market Supply Chain	Agricultural Input Industries & Production Agriculture	Chapter 5	
	25		Food Processing and Manufacturing		
	30		Mid-Term		
October	2		Food Wholesaling and Retailing	Chapter 6; Tropp et al., 2008	
	7	Prices and Marketing Costs	Competition in Food Markets - I	Chapter 8:p.153-end; Chapter 9	
	9		Competition in Food Markets - II	Chapter 15	
	14		Farm and Food Prices	Chapter 10	
	16		Food Marketing Costs	Chapter 11	
		21	Temporal and Spatial Aspects of Agricultural Markets	Storage Decisions. Case Study: Cowpeas in Senegal	Chapter 19; Schrimper Ch. 13
		23		Transportation Decisions & Spatial Characteristics of Markets	Chapter 18; Schrimper Ch. 9
	28	Local Markets and Interregional Trade		Schrimper Ch. 10	
	30	International Trade - I - Characteristics of International Markets		Chapter 14; Schrimper Ch. 11	
November	6		International Trade - II - Market Equilibrium in International Markets	Schrimper Ch. 12	
	11	Role of Institutions in Food Markets	Food Market Regulation and Information	Chapter 16, Chapter 17, Chapter 22	
	13		Presentation		
	18		Presentation		
	20		Presentation		
	25	Role of Institutions in Food Markets	Food Market Regulation; Supermarket Simulation Wrap-Up	Chapter 17, Chapter 22	
December	2		The Future of Food Marketing	Chapter 12	
	4		Final Exam Review		