

CATALOG INFORMATION

Dept and Nbr: AGBUS 61 Title: AGRICULTURAL MARKETING
Full Title: Agricultural Marketing
Last Reviewed: 9/24/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly: AG 74

Catalog Description:
Survey of marketing aspects of the agriculture industry. An overview of the structure and institutional aspects of the marketing system including global agricultural markets. Develop and present effective marketing plans for value-added commodities. Conduct industry studies of the marketing of selected locally grown commodities.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Survey of marketing aspects of the agriculture industry. An overview of the structure and institutional aspects of the marketing system including global agricultural markets. Develop and present effective marketing plans for value-added commodities. Conduct industry studies of the marketing of selected locally grown commodities. (Grade Only)
Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Transferable	Effective:	Fall 1981	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon completion of the course, students will be able to:

1. Define the functions of marketing, where and how they are performed locally and globally.
2. Identify general problems in the marketing system.
3. Identify problems of specific commodities in local area.
4. Discuss and diagram how to use marketing channels in our area.
5. Identify current trends in marketing.
6. Define the role of government in agricultural marketing.
7. Define the role of marketing cooperatives.
8. Define risk and develop plans for reducing risk.
9. Identify the marketing alternatives available to individual firms.
10. Collect and analyze marketing information.
11. Identify and design a marketing strategy for a specific commodity.
12. Chart and interpret market information.
13. Analyze market structure of specific agricultural commodities of a local or global region.
14. Design and implement simple marketing research.
15. Develop an effective marketing plan.
16. Make effective marketing presentations.

Topics and Scope:

1. Role of Marketing in Agribusiness System
 - a. Marketing's role in the economy
 - b. Evolution of the marketing system
 - c. Nine functions of marketing
 - d. Four utilities of marketing
2. The Framework of Agricultural Markets
 - a. Food and fiber marketing

- b. Analyzing marketing performance
- c. Agricultural production and marketing
- 3. Food and Fiber Markets and Institutions
 - a. Food and fiber consumption and marketing
 - b. Food and fiber processing and manufacturing
 - c. Food and fiber wholesaling and retailing
- 4. Market Planning
 - a. Market analysis
 - b. Analyzing customer needs
 - c. Planning, direction, objectives and marketing support
 - d. Outline of a marketing plan
 - e. Marketing budget.
- 5. Marketing Research
 - a. Overview of marketing research
 - b. Classification of marketing research
 - c. Determining research objectives
 - d. Analyzing marketing information
- 6. Marketing Strategy
 - a. Segmentation
 - b. Positioning
 - c. Value addition
- 7. Marketing Mix
 - a. Managing marketing mix (product)
 - b. Managing marketing mix (price)
 - c. Managing marketing mix (place)
 - d. Managing marketing mix (promotion)
- 8. Marketing Communication
 - a. Forms of communication
 - b. Types of communication media
 - c. Integrated marketing communication
- 9. Prices and Marketing Costs
 - a. Price analysis
 - b. Competition in food and fiber markets
 - c. The behavior of farm prices
 - d. Food and fiber marketing costs
- 10. Functional and Organizational Issues
 - a. Organization of food and fiber markets.
 - b. Cooperatives in the food and fiber industry
 - c. Market power and bargaining associations
 - d. Market information
 - e. Standardization and grading
 - f. Transportation
 - g. Storage
- 11. Government and Food Marketing
 - a. Price, income, and marketing programs
 - b. Forward contracting
 - c. Price risk management
- 12. Specific Commodity Marketing
 - a. Overview of U.S. production
 - b. Overview of California market
 - c. Overview U.S. market
 - d. Overview of global markets

- e. Implications
- 13. Future of Agribusiness Marketing
 - a. Evolution of agribusiness marketing
 - b. Changing Environment
 - c. Agribusiness marketing careers
- 14. Marketing Presentation
 - a. Types of presentation
 - b. Content of presentation
 - c. Audience and presentation styles
 - d. Presentation tools

Assignment:

- 1. Problem sets; marketing case studies
- 2. Term paper of approximately five to seven pages
- 3. Mid-term and final exam
- 4. Marketing research
- 5. Group marketing plan

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Marketing case study reflections, term paper

Writing
20 - 25%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Text based problem sets.

Problem solving
15 - 20%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Group marketing plan, presentation skills

Skill Demonstrations
15 - 20%

Exams: All forms of formal testing, other than skill performance exams.

Mid-term and final exam: multiple choice, true/false, matching items, completion, essay

Exams
30 - 40%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation

Other Category
0 - 10%

Representative Textbooks and Materials:

