

AGBU 61 Course Outline as of Summer 2025**CATALOG INFORMATION**

Dept and Nbr: AGBU 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: AGBUS 61

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:
CSU Transfer:	Transferable	Effective: Fall 1981	Inactive: Fall 2025
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Analyze the agricultural marketing system as related to selected locally and globally grown commodities.
2. Identify and apply marketing principles and skills to agricultural marketing problems.
3. Develop and present effective marketing plans for a value-added product.

Objectives:

At the conclusion of this course, the student should 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 marketing channels for a specific agricultural product in a given region.
5. Identify current trends in agriculture marketing.
6. Describe strategies for developing customer-driven marketing strategies.
7. Identify and design a marketing strategy for a specific agriculture commodity.
8. Define the role of government in agricultural marketing.
9. Define the role of marketing cooperatives.
10. Define marketing risk and develop plans for reducing risk.
11. Identify the marketing alternatives available to individual firms.
12. Collect and analyze marketing information.
13. Chart and interpret market information.
14. Analyze market structure for specific agricultural commodities in a local or global region.
15. Design and implement simple marketing research.
16. Develop an effective marketing plan for an agricultural product or commodity.
17. Make effective marketing presentations.

Topics and Scope:

- I. Marketing and the Marketing Process
 - A. Definition of marketing
 - B. Marketing process in agriculture
 - C. Nine functions of marketing
 - D. Four utilities of marketing
- II. Agricultural Marketing System
 - A. Input industries
 - B. Production agriculture
- III. Analyzing the Agricultural Marketing Environment
 - A. Microenvironment
 - B. Macroenvironment
- IV. Understanding the Agricultural Marketing Environment
 - A. Consumer demand for agricultural goods and services
 - B. Agricultural producers and suppliers
 - C. Market prices and consumer demand
- V. Market Planning
 - A. Market analysis
 - B. Analyzing customer needs
 - C. Planning, direction, objectives and marketing support
- VI. Market Planning and Marketing Plan
 - A. Steps in the market planning
 - B. Components of a marketing plan
 - C. Tips for developing an effective marketing plan
- VII. Marketing Research
 - A. Overview of marketing research
 - B. Types of marketing research
 - C. Developing a marketing research plan
 - D. Determining research objectives
 - E. Designing and administering a marketing survey
 - F. Analyzing marketing survey data
 - G. Analyzing and using marketing information
- VIII. Marketing Strategy
 - A. Define marketing strategy
 - B. Components of a marketing Strategy (Segmentation, Positioning, Value addition)
 - C. Market Segmentation
 - D. Market targeting
 - E. Differentiation and positioning
 - F. Customer-driven marketing strategy
- IX. Marketing Mix and Customer Strategy
 - A. Components of the marketing mix (product, price, place, promotion and people)
 - B. Managing the marketing mix
 - C. Customer-driven marketing mix
 - D. Marketing mix and marketing strategy
- X. Agricultural Marketing Channels
 - A. Types of marketing channels
 - B. Channel design and decision making
 - C. Channel management
 - D. Public policy and channel decision
- XI. Retailing and Wholesaling
 - A. Types of retailers
 - B. Retail market decisions

- C. Types of wholesale
- D. Wholesale market decision
- XII. Agricultural Products and Brands
 - A. Definition of products and brands
 - B. Branding strategy
 - C. New product development
 - D. New product development strategy
 - E. Product life-cycle
 - F. Product life-cycle strategies
- XIII. Communicating Customer Value
 - A. Promotion mix
 - B. Steps in developing an effective promotion mix
 - C. Integrated marketing communication
- XIV. Advertising and Public Relations in Agriculture Marketing
 - A. Setting advertising objectives
 - B. Setting advertising budgets
 - C. Developing advertising strategy
 - D. Evaluating the effectiveness of advertising
 - E. Roles of Public Relation in Agriculture Marketing
- XV. Direct and Social Media Marketing
 - A. Forms of direct marketing in agriculture
 - B. Digital and social media marketing
 - C. Social media marketing and policies
- XVI. 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
- XVII. Global Marketing
 - A. Global marketplace
 - B. International trade
 - C. Opportunities and challenges of global trade
- XVIII. 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 and presentation

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.

Marketing situation 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:

The Marketing Plan Handbook. 5th ed. Chernev, Alexander. 2016

Principles of Marketing. 16th ed. Kotler, Philip and Armstrong, Gary. Pearson. 2015

Marketing of Agricultural Products. 10th ed. Kohls, Richard and Uhl, Joseph and Hurt, Chris. 2007 (classic)