

CATALOG INFORMATION

Dept and Nbr: WINE 61

Title: AGRICULTURAL MARKETING

Full Title: Agricultural Marketing

Last Reviewed: 4/19/2004

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	17.5	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: AGBUS 61

Formerly:

**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. Industry studies of the marketing of selected locally grown commodities will be made.

**Prerequisites/Corequisites:**

**Recommended Preparation:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Survey of marketing aspects of the agricultural industry. An overview of the structure and institutional aspects of the marketing system including global agricultural markets. Industry studies of the marketing of selected locally grown commodities will be made. (Grade Only)  
Prerequisites/Corequisites:  
Recommended:

Limits on Enrollment:  
Transfer Credit: CSU;  
Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>			Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>			Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>			Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective:	Fall 2004	Inactive:	Summer 2011
<b>UC Transfer:</b>		Effective:		Inactive:	

### **CID:**

**Certificate/Major Applicable:**  
Not Certificate/Major Applicable

## **COURSE CONTENT**

### **Outcomes and Objectives:**

The student will:

1. Define the functions of marketing, where and how they are performed.
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 local region.

### **Topics and Scope:**

1. The Framework of Agricultural Markets
  - a. Food marketing
  - b. Analyzing marketing performance
  - c. Agricultural production and marketing
2. Food Markets and Institutions
  - a. Food consumption and marketing
  - b. Food processing and manufacturing
  - c. Food wholesaling and retailing
3. Prices and Marketing Costs
  - a. Price analysis

- b. Competition in food markets
- c. The behavior of farm prices
- d. Food marketing costs
- 4. Functional and Organizational Issues
  - a. Organization of food markets
  - b. Cooperatives in the food industry
  - c. Market power and bargaining associations
  - d. Market information
  - e. Standardization and grading
  - f. Transportation
  - g. Storage
- 5. Government and Food Marketing
  - a. Price, income, and marketing programs
  - b. Forward contracting
  - c. Price risk management
- 6. Specific Commodity Marketing
  - a. Overview of U.S. production
  - b. Overview of California market
  - c. Overview U.S. market
  - d. Overview of global market
  - e. Implications

### Assignment:

Problem sets, curriculum assignment, term paper.

### 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.

Written homework, Essay exams, Term papers

Writing  
20 - 25%

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

Homework problems, Quizzes, Exams

Problem solving  
15 - 20%

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

Class performances

Skill Demonstrations  
15 - 20%

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

Multiple choice, True/false, Matching items, Completion

Exams  
30 - 40%

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

None
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Other Category 0 - 0%
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**Representative Textbooks and Materials:**  
MARKETING OF AGRICULTURAL PRODUCTS; by Richard L. Kohls and Joseph N. Uhl, 8th ed., 1998.