

AGRICULTURAL MARKETING
AGEC 333 – Fall 2024
School of Agriculture – Western Illinois University

INSTRUCTOR

Dr. Graciela Andrango

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Office Hours: 12:00 to 12:50 a.m. on M, W, TH, and F
or by appointment.

CLASS TIMES AND LOCATIONS: AGEC 333 will meet on TU and TH in Knoblauch 308 from 11:00 to 12:15 a.m.

EMAILS: Please include the course you are enrolled in in the subject line of your email.

TEXTBOOK:

- Rhodes, V. James, Jan L. Dauve, and Joe L. Parcell. 2007. *The Agricultural Marketing System*. 7th Edition. Holcomb Hathaway Publishing Company. ISBN 978-1-61600-426-2.

COURSE DESCRIPTION:

Although there are no required prerequisites, it is highly recommended that students have an introductory microeconomics course before attempting AGECE 333—either AGRI 220 Introduction to Agribusiness Concepts or Economics 232 Principles of Microeconomics II or an equivalent.

COURSE OBJECTIVES:

The course serves as an opportunity for students:

1. To develop a basic understanding of marketing and the economic forces in agricultural markets.
2. To recognize and describe different participants and other economic actors (producers, processors, institutions, rules/regulations, etc.) in agricultural supply chains connecting producers to consumers.
3. To develop an understanding of how these economic forces and actors jointly determine the level of production, consumption, and prices of agricultural commodities and food products.

EXPECTATIONS OF STUDENTS:

Participation/ Attendance & Sitting Chart: Attendance is required and will be graded through Kahoot! Quizzes. Students' participation in class is strongly encouraged. Students are expected to read the chapter and activities assigned each week – see the course outline at the end of this document.

Absences: If at any time you have a family emergency, funeral, illness, or any university activity (including Judging Team, AgVocators), please use the Online Absence Reporting System (OARS) system to report your absence (www.wiu.edu/oars). Please note that the OARS system does not excuse your absence; it merely documents it. It is still up to the instructor to excuse the absence (see above for valid excuses). I will need the email generated from this system before class and not after. If I receive the email after class starts, the late grade policies come into effect. Excessive absences will result in failure of the course. The student remains responsible for contacting the instructor to complete missed work as soon as possible and is ultimately accountable for catching up with the material covered in class during the student's absence.

Academic Integrity: This course applies the rules and regulations outlined in the University's policy on academic integrity. See <http://www.wiu.edu/policies/acintegrity.php>. Any violation of the Academic Integrity Policy in the Student Handbook will result in automatic failure.

Plagiarism is not tolerated in this class. Works evidenced as plagiarism (accidental or willful use of someone else's words or ideas) will be penalized by a failing grade on the homework, quiz, or exam. **In addition, the instructor will follow the procedure according to the Student Academic Integrity Policy- see the link above.**

Student Rights and Responsibilities: Detailed information regarding student rights and responsibilities can be found at <http://www.wiu.edu/provost/student/php>. It is your responsibility to be familiar with the posted information.

Students with disabilities: In accordance with University values and disability law, students with disabilities may request academic accommodations where there are aspects of a course that result in barriers to inclusion or accurate assessment of achievement. To file an official request for disability-related accommodations, please contact Disability Resources in the Student Development and Success Center at 309-298-1884, disability@wiu.edu, or at 125 Memorial Hall. Please notify the instructor as soon as possible to ensure that this course is accessible to you in a timely manner.

Military/Veteran Support Statement: As a military-friendly institution, and in accordance with federal regulations and Illinois statutes, Western Illinois University has established *policies* and procedures to accommodate military service students. In addition to the supports available at WIU's Veterans Resource Center (wiu.edu/student_success/veterans / 309-298-3505), veterans, members of the National Guard or Reserves, and active-duty military personnel with military obligations (e.g., deployments, training, drill) are encouraged to communicate these, in advance whenever possible, to the instructor. The Military Service *Policy* can be found at <http://www.wiu.edu/policies/military.php>.

University values: University values, Title IX, and other federal and state laws prohibit sex discrimination, including sexual assault/misconduct, dating/domestic violence, and stalking. If you, or someone you know, has been the victim of any of these offenses, we encourage you to report this to the Title IX Coordinator at 309-298-1977 or anonymously online at http://www.wiu.edu/equal_opportunity_and_access/report.php. If you disclose an incident to a faculty member, the faculty member must notify the Title IX Coordinator—the complete Discrimination, Harassment, and Sexual Misconduct Policy. The policy is available at: <http://www.wiu.edu/policies/dhsm.php>.

Technical Support for Western Online:

- Provided through the Western Online Brightspace Virtual Assistant by clicking on the **Get Help! link/icon at the bottom right corner of every page** in Western Online.
- Instructions for using the Virtual Assistant can be found at https://wiu.edu/citr/home/get_help.php.
- All other technical support, including issues with enrollment in online courses, should be requested by contacting:

University Technology (uTech) Support Center

Website: http://www.wiu.edu/university_technology/

Phone: (309)298-TECH (8-8324)

University Writing Center: The University Writing Center (UWC) is your go-to resource at any stage of the writing process! Appointments are available in three formats: in-person (3rd Floor, Malpass Library or QC Complex 2219), online (real-time with video or chat and document sharing), and e-tutoring (asynchronous feedback on an uploaded paper).

Visit wiu.mywconline.com to schedule an appointment, or call (309) 298-2814. **Fall 2024 UWC Hours at the 3rd Floor, Malpass Library:** M – Th: 9 AM - 8 PM, F: 9 AM - 4 PM, and Sun: 2 - 8 PM

USE OF CELLULAR PHONES, SMART WATCHES, TABLETS, AND LAPTOPS:

All cell phones should be turned off before class as a courtesy to other students and the instructor. Continued disregard of this policy may result in ejection from the course. If a student needs an exception to this policy due to medical or public safety concerns, he/she should inform the instructor before class. Cell phones are not allowed on exams under any circumstances.

The use of laptops or tablets is not allowed in class unless it is required by the instructor to conduct research or any class activity related to the topic being covered. Lecture notes will be available at Western Online and must be printed in advance. **Texting or surfing the internet** is not allowed during class, and repeated violations may lead to dismissal from the course with an assigned grade of F.

TOBACCO POLICY:

Tobacco use of any kind will not be tolerated in class. This includes chewing tobacco.

IMPORTANT DATES:

Monday, Sep 2	Labor Day – No Class/ University Closed
Friday, Oct 4	Fall Break – No Class/ University Closed
Sunday, Oct 27	Last day to drop classes or withdraw from the university
Tuesday, Nov 5	2024 General Election Day – No Class/ University Closed
Nov 25 – 29	Thanksgiving Break – No Class/ University Closed
Thursday, Dec 12	Final Comprehensive Exam: 10:00 p.m. – 11:50 p.m.

GRADING POLICY:

The course grade will be based on the following factors, with weightings as indicated:

Midterm Exam I	25%	A = 93% or above	C = 73 - 76.99%
Midterm Exam II	25%	A- = 90 - 92.99%	C- = 70 - 72.99%
Comprehensive Final Exam	25%	B+ = 87 - 89.99%	D+ = 67 - 69.99%
Group Project	10%	B = 83 - 86.99%	D = 63 - 66.99%
Quizzes and Homework	10%	B- = 80 - 82.99%	D- = 60 - 62.99%
Participation & Kahoot! quizzes	5%	C+ = 77 - 79.99%	F = <60%
<u>Total</u>	<u>100%</u>		

Grade-breaking points may be lowered, but they will never be raised. They will be evaluated only after calculating final numerical grades.

Attention Education Majors: With the changes within the Illinois State Teaching License requirements, students are required to receive a grade of a "C-" or better in this course to meet state requirements. With the university's +/- grading system, receiving a grade below a "C-" will require you to retake this course or find a substitute course to meet School of Agriculture graduation requirements.

EXAMS:

There will be two midterms and one final exam. Exams include True/False, fill-in-the-blank, matching, multiple-choice, open-ended, and problem-solving questions. **The final exam will be comprehensive** (in the same format as semester exams) but longer. Makeup exams will only be given in extreme situations.

HOMEWORK AND GROUP PROJECT:

Students, as groups (of approximately four), will self-select a commodity to follow for the semester. Groups will prepare reports/presentations addressing the class exercise questions at the end of chapters in the Rhodes, Dauve, and Parcell text *The Agricultural Marketing System*. Other homework assignments will be individual tasks assessing comprehension of key concepts. Assignments are due at the beginning of class. Assignments will not be accepted after the problem set has been discussed in class and will be reported as a zero.

QUIZZES:

The instructor reserves the right to use both announced and unannounced quizzes. Only excused absences will be allowed to make up quizzes. Unless it is an emergency, only absences approved in advance will be excused. It is at the instructor's discretion whether an absence is excused or unexcused.

PARTICIPATION & KAHOOT! QUIZZES:

Kahoot! quizzes will be based on lectures, readings, and/or other references. We will use True/False, fill-in-the-blank, multiple choice, and open-ended questions format. Kahoot! quizzes will be used during class to reinforce your understanding of the many concepts we will cover in AGRI 220. No participation in Kahoot! Quizzes without previous notice will be reported as a zero.

GRADING DISAGREEMENTS:

If a student disagrees with a particular answer, it is the student's responsibility to provide a logical reason in writing for their disagreement. This does not apply to scoring errors. All instructors are human, and occasional errors in grading will occur. Please bring any such mistakes to the instructor's attention immediately.

ACCREDITATION:

The School of Agriculture is housed in the College of Business and Technology, accredited by AACSB-International.

AGEC 333 – COURSE OUTLINE

<i>Week</i>	<i>Date</i>	<i>Topic/ Material</i>	<i>Chapter</i>	<i>Assignments/ Activities/ Due dates</i>
1	Aug 19 – Aug 23	Agricultural Marketing: An Introduction	1	Due: Thursday, Aug 22 ▪ Group Assignment
2	Aug 26 – Aug 30	The Competitive Environment	2	Due: Thursday, Aug 29 ▪ Group Assignment
3	Sept 02 – Sept 06	Functions, Structures, and Alternatives in Ag Marketing System <i>Sept 02 – Labor Day – No Classes</i>	3	Due: Thursday, Sept 05 ▪ Group Assignment
4	Sept 09 – Sept 13	Price Determination: Matching Quantities Supplied & Demanded	4	Due: Thursday, Sept 12 ▪ Group Assignment
5	Sept 16 – Sept 20	The Domestic Market: A Developed Economy	5	Due: Thursday, Sept 19 ▪ Group Assignment
6	Sept 23 – Sept 27	Review & Exam 1		Due: Thursday, Sept 26 ▪ Exam 1
7	Sept 30 – Oct 04	The International Market <i>Oct 04 – Fall Break – No Classes</i>	6	Due: Thursday, Oct 05 ▪ Group Assignment
8	Oct 07 – Oct 11	Pricing & Exchange Systems & Alternatives Within the Marketing-Procurement Channel	7	Due: Thursday, Oct 10 ▪ Group Assignment
9	Oct 14 – Oct 18	Providing Optimum Varieties & Qualities	8	Due: Thursday, Oct 17 ▪ Group Assignment
10	Oct 21 – Oct 25	Place and Time Aspects of Marketing	9	Due: Thursday, Oct 24 ▪ Group Assignment
11	Oct 28 – Nov 01	Understanding & Applying Hedging Using Futures, Options, & Basis	10	Due: Thursday, Oct 31 ▪ Group Assignment
12	Nov 04 – Nov 08	Review and Exam 2 <i>Nov 05 – 2024 General Election – No Classes</i>		Due: Thursday, Nov 07 ▪ Midterm 2
13	Nov 11 – Nov 15	Marketing by Farmer Groups: Collective Action	12	Due: Thursday, Nov 14 ▪ Group Assignment
14	Nov 18 – Nov 22	Processor Procurement Systems Processor Marketing	13 14	Due: Thursday, Nov 21 ▪ Group Assignment
<i>15</i>	<i>Nov 25 – Nov 29</i>	<i>Thanksgiving Break</i>	<i>No classes/ No Homework</i>	
16	Dec 02 – Dec 06	Wholesale, Retail, and Food Service Marketing	15	No quizzes/ No Homework
17	Dec 09 – Dec 13	Final Comprehensive Exam – Chapters 1 to 15 <i>Thursday, Dec 12, from 10:00 a.m. – 11:50 a.m.</i>		

NOTE: Please be advised that this syllabus is tentative. All classes are different, and we may or may not be able to address all content areas or stick with the anticipated number of exams. Any deviations from the syllabus will be announced as soon as possible.