

**MARKETING IN AGRICULTURE**  
**TENTATIVE COURSE SYLLABUS**  
 Winter 2019

Course Number : AREC 221 Credits: 3 (3 hours lecture)  
 Instructor : Rick Klampe Office : WOH 127 B  
 Office Hours : MWF 10-11 or appointment Phone : 541-917-4771  
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 Text : **Marketing of Agriculture Products** by Kohls and Uhl.

- Course Outcomes
1. Analyze the interrelationships between producers, middlemen & consumers.
  2. Identify grades & classes of grain, milk, livestock & fruits/vegetables.
  3. Examine how vertical integration can increase farmers share.
  4. Illustrate how cooperatives can increase marketing power of producers.
  5. Explain & calculate how the futures market can be utilized as a market tool.

| <u>DATE</u> | <u>TOPIC</u>   | <u>ASSIGNED READING</u> |
|-------------|--|-------------------------|
| 1-7         | Introduction, Grading Procedure,<br>Define Marketing |                         |
| 1-9         | Farm Marketing Plan and Marketing Systems            | Ch. 1                   |
| 1-11        | Role of Prices and Supply and Demand                 | Ch. 8                   |
| 1-14        | Farm Prices  | Ch. 10                  |
| 1-16        | Quiz # 1 Food Marketing Costs                        | Ch.11                   |
| 1-18        | Food Marketing Costs                                 |                         |
| 1-21        | <b>No Class- MLK Holiday</b>                         |                         |
| 1-23        | Grain Marketing                                      | Ch. 26                  |
| 1-25        | Quiz # 2 Grain Marketing                             |                         |
| 1-28        | Milk and Dairy Product Marketing                     | Ch. 24                  |
| 1-30        | Milk and Dairy Product Marketing                     |                         |
| 2-1         | <b>MIDTERM # 1</b>                                   |                         |
| 2-4         | Cooperatives   | Ch. 13                  |
| 2-6         | Cooperatives   |                         |
| 2-8         | Quiz # 3 Livestock Marketing                         | Ch. 23                  |
| 2-11        | Livestock Marketing                                  | Ch. 23                  |
| 2-13        | Livestock Marketing                                  |                         |
| 2-15        | Purebred Livestock Marketing                         |                         |
| 2-18        | <b>No Class- Presidents Day</b>                      |                         |
| 2-20        | Quiz # 4 Fruit and Vegetable Marketing               | Ch. 29                  |
| 2-22        | Fruit and Vegetable Marketing                        |                         |
| 2-25        | <b>MIDTERM # 2</b>                                   |                         |
| 2-27        | Introduction to the Futures Market                   | Ch. 20                  |
| 3-1         | Futures Market and Hedging                           |                         |

|      |                                     |             |
|------|-------------------------------------|-------------|
| 3-4  | Futures Market and Hedging          |             |
| 3-6  | Futures Market and Hedging          |             |
| 3-8  | Oregon Agriculture                  |             |
| 3-11 | Futures Market and Hedging          |             |
| 3-13 | Quiz # 5 Futures Market and Hedging |             |
| 3-15 | Government Programs                 | Ch. 21 & 22 |

**FINAL EXAMINATION**      Wednesday March 20th      10:00-11:50

|           |                |                   |
|-----------|----------------|-------------------|
| Grading : | Two Midterms   | 200               |
|           | Five Quizzes   | 100               |
|           | One Final Exam | 150               |
|           | Homework       | 50                |
|           | <b>TOTAL</b>   | <b>500 points</b> |

Final grades will be **EARNED** based on the following:

- A = 90% of the highest point total in class.
- B = 80% of the highest point total in class.
- C = 70% of the highest point total in class.
- D = 60% of the highest point total in class.
- F = < 60% of the highest point total in class.

**Grading Guidelines:**

1. **A student will receive a zero on quizzes or exams that are missed unless prior arrangements have been made.** Missed quizzes or exams must be made up no later than one week after the quiz or exam was given.
2. It is the student's responsibility to obtain class notes or other material that was missed.
3. Quiz or exam material will come from class lectures, handouts, and assigned readings. The final exam will be comprehensive.
4. **Incomplete Policy:** Incompletes will be given in the event a student completes the majority of the course work, but for some valid reason, misses a portion of the class. Before an incomplete will be given, the student must sign a contract with the instructor stating how and when the work is to be made up. The awarding of an incomplete is at the discretion of the instructor.
5. You have until Friday of the seventh week (February 22, 2018) to drop a class without a grade penalty. If dropping the class puts you below 12 credits and you are on financial aid, you may lose your financial aid. If you fail to drop by February 22, 2018 you will receive a letter grade in this course.
6. Use of cell phones during class- Each student will get one warning, after that there will be a 25 point deduction for each infraction.

**Center for Accessibility Resources**

Students who may need accommodations due to documented disabilities, who have medical information which the instructor should know, or who need special arrangements in an emergency, should speak with the instructor during the first week of class. If you have not accessed services and think you may need them, please contact Disability Services at 541-917-4789.

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. (for further information <http://po.linnbenton.edu/BPsandARs/>) Board Policy P1015