

AREc 221
Marketing in Agriculture
Winter 2008

Meeting Time: Tu/Th 10:00 -11:20
Course Credits: Three
Classroom: Wilkinson 108
Instructor: Dr. Larry Lev
Office: Ballard Hall 221C
Office Phone: 737-1417 **Email:** larry.lev@oregonstate.edu

Secretary: Tjodie Richardson **Phone:** 737-1399

Office Hours: Wednesday/Friday 3:00 – 4:00

Also immediately after class on Tuesdays and Thursdays

I am off campus frequently so it is easiest to meet with me during the scheduled office hours or by appointment. Email is an excellent way to communicate with me. I do have an open door policy so if I am in I will try and meet with you.

Course Description: Organization and functions of domestic and international markets; market channels for various agricultural commodities; role of agribusiness, cooperatives, and government in marketing decisions.

Prerequisite: Economics 201

Textbook: The Agricultural Marketing System 6th Edition by Rhodes, Dauve, and Parcell. Available at the bookstore.

Class Notes: A simplified version will be posted to the class Blackboard page

Course Objectives:

- Recognize *how and why* marketing is a productive activity.
- Understand the behavior of diverse agricultural markets.
- Become familiar with the food marketing system and its role in the U. S. and world agricultural systems.
- Learn marketing skills needed for successful management decision making at various levels within the food marketing system.

Learner Expectations:

1. Read assignments and discussion questions before they are to be discussed in class. You have a brief written assignment (explained below) that is due each class session that has an assigned chapter from the text. This will demonstrate that you have thought about the material.
2. Attend class on time, and stay the entire class period.
3. Come prepared to take the exams. Make up exams must be approved in advance.
4. Participate in learning activities and complete assignments on time.

Grading will be on a straight scale:

A/A-:	100-90	D+/D/D-:	69-60
B+/B/B-:	89-80	F:	59 and below
C+/C/C-:	79-70		

Point Distribution

Homework (8 at 3 points each, 4 are extra credit)	24
In class writing (17 at five points each, 2 are extra credit)	75
“In the News” assignment	10
Midterm	100
Paper (30 points 1 st draft, 20 points 2 nd version)	50
Peer review	5
Final	100
Total	364

NOTE: EXTRA CREDIT EARNED BY OTHERS CAN NOT REDUCE YOUR GRADE. THERE ARE 22 EXTRA CREDIT POINTS AVAILABLE.

Course Policies

I will provide significant guidance in class as to what is required to successfully complete all assignments and exams. It is your choice whether to follow this guidance.

Please note the dates for midterm and final. Under ordinary circumstances, these must be completed at the scheduled time.

- Attendance of lectures is **STRONGLY** encouraged. Reading and studying the assigned material **BEFORE** the lecture date is very **STRONGLY** encouraged.
- The in-class writing assignments are open notes and closed book. Make up of in-class writing assignments is **NOT** an option.
- Some of the material covered in lecture is not found in assigned reading. Some of the assigned reading will not be covered in lectures.
- However, exams will cover all material, **INCLUDING** handouts and those items posted on Blackboard.

Term Paper

You will follow a detailed outline for this short paper. The first version of the paper will be handed in on **February 28th** and peer reviewed. The final version will be handed in on March 11th. Grading will be based on organization, content, and grammar.

Homework Assignment

The text needs some help so that the key points presented are not lost amid all of the other stuff. You will provide the authors that help by taking 3 SPECIFIC points in each assigned chapter (starting with chapter 2) and doing one or more of these three improvements for each of the three point:

- Make it more concrete

- Highlight what is unexpected
- Develop a local or personal story related to the topic

Starting with textbook chapter 2 and for each of the assigned chapters, each student should prepare a **typed** assignment (if necessary it can be emailed to me in advance of class). My expectation is that you will write about three sentences for each of the three issues so you overall assignment will be about 9 sentences. Be sure to indicate where exactly in the text are the points that you are improving (for example Page 16 line 20 or Page 38 , table) In terms of the course grade, eight of these assignments are required and four are extra credit.

“In the News” assignment: due January 2(- I will provide directions
University and Departmental Policies

Students with Disabilities: Accommodations are collaborative efforts between students, faculty and Services for Students with Disabilities (SSD). Students with accommodations approved through SSD are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through SSD should contact SSD immediately at 737-4098."

Academic Dishonesty: University rules on civility and honesty can be found at:
<http://oregonstate.edu/admin/stucon/achon.htm>

Cheating or plagiarism by students is subject to the disciplinary process outlined in the Student Conduct Regulations. Students are expected to be honest and ethical in their academic work. Academic dishonesty is defined as an intentional act of deception in one of the following areas:

- cheating- use or attempted use of unauthorized materials, information or study aids
- fabrication- falsification or invention of any information
- assisting- helping another commit an act of academic dishonesty
- tampering- altering or interfering with evaluation instruments and documents
- plagiarism- representing the words or ideas of another person as one's own

Behaviors disruptive to the learning environment will not be tolerated and will be referred to the Office of Student Conduct for disciplinary action. “The goal of Oregon State University is to provide students with the knowledge, skill and wisdom they need to contribute to society. Our rules are formulated to guarantee each student's freedom to learn and to protect the fundamental rights of others. People must treat each other with dignity and respect in order for scholarship to thrive. Behaviors that are disruptive to teaching and learning will not be tolerated, and will be referred to the Student Conduct Program for disciplinary action. Behaviors that create a hostile, offensive or intimidating environment based on gender, race, ethnicity, color, religion, age, disability, marital status or sexual orientation will be referred to the Affirmative Action Office.”

TENTATIVE CLASS OUTLINE

Don't Forget	Date	Topic	Reading
	January 8	Class Introduction	
	January 10	Good Food, Good Business DVD	Chapter 1
	January 15	The Competitive Environment: Different Types of markets	Chapter 2
	January 17	Key Agribusiness Decisions	Chapter 3
	January 22	Price Determination: Supply and Demand	Chapter 4
	January 24	The Domestic Market	Chapter 5
In the News	January 29	Wholesale, Retail, Food Service	Chapter 15
	January 31	The International Market	Chapter 6
	February 5	Special Case: Direct Marketing	TBA
Midterm	February 7	Midterm	
	February 12	Price and Exchange Systems	Chapter 7
	February 14	Optimum Varieties and Qualities	Chapter 8
	February 19	Processor Marketing	Chapter 14
	February 21	Place and Times Aspects of Marketing	Chapter 9
	February 26	Futures and Hedging	Chapter 10
Paper Due	Feb 28	Special Topic	TBA
	March 4	Marketing by Farmer Groups/NORPAC	Chapter 12
	March 6	Regulations	TBA
	March 11	Special case: Ag of the Middle	TBA
Revised Paper	March 13	Summary and Review	

FINAL Monday March 17 at 9:30

AREc 221 Course Survival Guide – suggestions provide by students in the previous class

- **Come to class because:**
 - Each session is a new topic
 - In-class writing assignments and homework can be easy points – keep the assignments because they help with exams
- **Take advantage of Blackboard**
 - Printing out notes makes it easier to follow lecture
 - Vocabulary is a big part of the class (vocab lists on Blackboard)
- **Exams-- in-class writing, vocabulary lists, and previous year's exams help also...**
 - Vocabulary note cards
 - Make good use of test crib sheet
- **Start the term paper early**

- Although it is short it takes more time than you think
 - Follow the directions very carefully
- **Read the book** – not everything is in lectures
- **Ask questions** (in class or during office hours) before you get too lost
- **Think broadly not narrowly**