

**MARKETING IN AGRICULTURE**  
**TENTATIVE COURSE SYLLABUS**  
 Winter 2021

Course Number : AREC 221  
 Instructor : Rick Klampe

Credits: 3 (3 lecture hours)  
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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.

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNED READING</u>
Week 1 January 4-10	Define Marketing Farm Marketing Plan and Marketing Systems Role of Prices, Supply and Demand	Ch. 1 & 8
Week 2 January 11-17	Farm Prices <b>Quiz # 1</b>	Ch. 10
Week 3 January 18-24	Food Marketing Costs <b>Quiz # 2</b>	Ch. 11
Week 4 January 25-31	Grain Marketing <b>Quiz # 3</b>	Ch. 26
Week 5 February 1-7	Milk and Dairy Product Marketing <b>Midterm # 1</b>	Ch. 24
Week 6 February 8-14	Cooperatives <b>Quiz # 4</b>	Ch. 13
Week 7 February 15-21	Livestock Marketing <b>Quiz # 5</b>	Ch. 23
Week 8 February 22-28	Purebred Livestock Marketing Fruit and Vegetable Marketing <b>Midterm # 2</b>	Ch. 29
Week 9 March 1-7	Government Programs <b>Quiz # 6</b> <b>Term Paper due- Friday March 5 at 9 PM</b>	Ch 21 & 22
Week 10 March 8-14	Oregon Agriculture Review for Final	
Week 11 March 15-16	<b>FINAL EXAMINATION</b> Opens Monday March 15 11 AM- Closes Tuesday March 16 9 PM	

Grading :	Two Midterms	120
	Six Quizzes	120
	One Final Exam	100
	Term Paper	60
	Zoom Attendance	50
	TOTAL	450 points

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

A = 90%	405-450
B = 80%	360-404
C = 70%	315-359
D = 60%	270-314
F = < 60%	< 270

### **Grading Guidelines:**

1. Term Paper topic: How has Covid-19 Impacted the Production, Marketing and Consumption of Ag Commodities?
2. Quiz or exam material will come from class lectures/Power Points, handouts, and assigned readings. The final exam will be comprehensive.
3. There will be 6 quizzes throughout the term. It is in your best interest to **NOT** wait until the last minute to take them in case there is an issue with Moodle. Quizzes will be on the topic(s) that was covered that week.
4. Midterm 1 will cover weeks 1-5. Midterm 2 will cover weeks 6-8. The final examination will be comprehensive.
5. 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 19, 2021) 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 part or all of your financial aid. If you fail to drop by February 19, 2021 you will receive a letter grade in this course.

### **Center For Accessibility Resources (CFAR) and Discrimination Statements**

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 CFAR 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