DIVISION: Natural Sciences and Business

COURSE: AGR 1215 Agricultural Marketing

Date: Spring 2023

Credit Hours: 3

Complete all that apply or mark “None” where appropriate:

Prerequisite(s): None

Enrollment by assessment or other measure? ☐ Yes ☒ No
If yes, please describe:

Corequisite(s): None

Pre- or Corequisite(s): None

Consent of Instructor: ☐ Yes ☒ No

Delivery Method:
☒ Lecture 3 Contact Hours (1 contact = 1 credit hour)
☐ Seminar 0 Contact Hours (1 contact = 1 credit hour)
☐ Lab 0 Contact Hours (2-3 contact = 1 credit hour)
☐ Clinical 0 Contact Hours (3 contact = 1 credit hour)

Offered: ☐ Fall ☒ Spring ☐ Summer

CATALOG DESCRIPTION and IAI NUMBER (if applicable):
This course is an introduction to the marketing of agricultural products. The course will focus on marketing strategies, futures markets, and cash markets for both livestock and grain commodities. The course will also explore the use and application of modern technology to buy, sell, and trade agricultural commodities.
ACCREDITATION STATEMENTS AND COURSE NOTES:
None

COURSE TOPICS AND CONTENT REQUIREMENTS:

I. The Market
   a. Overview of Marketing
   b. Scope of Marketing
   c. Scope of Merchandising

II. Futures and Options Markets
   a. Future Contracts
   b. Options Contracts
   c. Options Versus Futures

III. Commodities
   a. Price Patterns
   b. Storable Commodities
   c. Theories of Intertemporal Prices
   d. Nonstorable Commodities
   e. Basis

IV. Financial Marketing
   a. Currency
   b. Exchange Rates
   c. Yield Curve and Equity Instruments

V. Fundamental Analysis
   a. Futures Markets
   b. Price Analysis
   c. Commodities and Financials

VI. Technical Analysis
   a. Chartistic Logic
   b. Price Charts
   c. Market Analysis

VII. Hedging
   a. Traditional View
   b. Financial Futures
   c. Hedging

VIII. Options Market
   a. Option Payoffs
   b. Pricing Structures
   c. Speculation
   d. Option Markets

IX. Hedging With Options
   a. Basic Option Hedging
   b. Comparison
   c. Ranking Alternative Strategies
   d. Hedging With Options

X. Other Marketing Options
   a. Direct: Farm to Consumer
   b. Specialty Markets
INSTRUCTIONAL METHODS:
• Lecture
• Discussion
• Projects

EVALUATION OF STUDENT ACHIEVEMENT:
A= 90-100
B= 80-89
C= 70-79
D= 60-69
F= 0-59

Exams: 60%
Homework: 20%
Term Project: 20%

INSTRUCTIONAL MATERIALS:
Textbooks
ISBN – 13: 9780134083247

Resources
CME Group Education Lesson Inventory
Commodity Challenge Online Courses
https://commoditychallenge.com/learn/

LEARNING OUTCOMES AND GOALS:
Institutional Learning Outcomes
☒ 1) Communication – to communicate effectively;
☒ 2) Inquiry – to apply critical, logical, creative, aesthetic, or quantitative analytical reasoning to formulate a judgement or conclusion;
☐ 3) Social Consciousness – to understand what it means to be a socially conscious person, locally and globally;
☐ 4) Responsibility – to recognize how personal choices affect self and society.

Course Outcomes and Competencies
1. The student will be able to explain the scope of marketing agricultural products.
2. The student will be able to apply marketing strategies to market agricultural products.
3. The student will be able to recommend appropriate marketing methods to market agricultural products.
4. The student will be able to create a market analysis.