



ILLINOIS VALLEY COMMUNITY COLLEGE

COURSE OUTLINE

DIVISION: Natural Sciences Business

COURSE: AGR 1215 Agricultural Marketing

Date: 2-3-2017

Credit Hours: 3 Credit Hours

Prerequisite(s): None

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)**
 Online
 Blended

Offered: **Fall** **Spring** **Summer**

IAI Equivalent –**Only for Transfer Courses**-go to <http://www.itransfer.org>:

CATALOG DESCRIPTION:

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.

GENERAL EDUCATION GOALS ADDRESSED

[See last page for Course Competency/Assessment Methods Matrix.]

Upon completion of the course, the student will be able:

[Choose up to three goals that will be formally assessed in this course.]

- To apply analytical and problem solving skills to personal, social, and professional issues and situations.
- To communicate successfully, both orally and in writing, to a variety of audiences.
- To construct a critical awareness of and appreciate diversity.
- To understand and use technology effectively and to understand its impact on the individual and society.
- To develop interpersonal capacity.
- To recognize what it means to act ethically and responsibly as an individual and as a member of society.
- To recognize what it means to develop and maintain a healthy lifestyle in terms of mind, body, and spirit.
- To connect learning to life.

EXPECTED LEARNING OUTCOMES AND RELATED COMPETENCIES:

[Outcomes related to course specific goals. See last page for more information.]

Upon completion of the course, the student will be able to:

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

MAPPING LEARNING OUTCOMES TO GENERAL EDUCATION GOALS

[For each of the goals selected above, indicate which outcomes align with the goal.]

Goals	Outcomes
First Goal	
To apply analytical and problem solving skills to personal, social, and professional issues and situations.	4. The student will create a market analysis.
Second Goal	
To communicate successfully, both orally and in writing, to a variety of audiences.	1. The student will explain the scope of marketing agricultural products.

Third Goal	
To understand and use technology effectively and to understand its impact on the individual and society.	<p>2. The student will apply marketing strategies to market agricultural products.</p> <p>3. The student will recommend appropriate marketing methods to market agricultural products.</p>

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

INSTRUCTIONAL MATERIALS:

Hull, J.C. 2017. Fundamentals of Futures and Options Markets, 9th Edition. Pearson.
ISBN – 13: 9780134083247

Carter, C.A. 2007. Futures and Options Markets. Waveland Press, Inc, Long Grove, IL.
ISBN 13: 978-1-57766-553-3

STUDENT REQUIREMENTS AND METHODS OF EVALUATION:

A= 90-100
B= 80-89
C= 70-79
D= 60-69
F= 0-59

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

OTHER REFERENCES

Course Competency/Assessment Methods Matrix

(Dept/# Course Name)	Assessment Options																																				
For each competency/outcome place an "X" below the method of assessment to be used.	Assessment of Student Learning	Article Review	Case Studies	Group Projects	Lab Work	Oral Presentations	Pre-Post Tests	Quizzes	Written Exams	Artifact Self Reflection of Growth	Capstone Projects	Comprehensive Written Exit Exam	Course Embedded Questions	Multi-Media Projects	Observation	Writing Samples	Portfolio Evaluation	Real World Projects	Reflective Journals	Applied Application (skills) Test	Oral Exit Interviews	Accreditation Reviews/Reports	Advisory Council Feedback	Employer Surveys	Graduate Surveys	Internship/Practicum /Site Supervisor Evaluation	Licensing Exam	In Class Feedback	Simulation	Interview	Written Report	Assignment					
		Direct/ Indirect	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	I	I	I	I	D	D										
		The student will be able to explain the scope of marketing agricultural products.								X	X		X							X																	
		The student will be able to apply marketing strategies to market agricultural products.								X	X		X							X																	
		The student will be able to recommend appropriate marketing methods to market agricultural products.								X	X		X							X																	
		The student will be able to create a market analysis.								X	X		X							X																	