

Discipline: Agriculture	Sub-discipline: Agricultural Business
General Course Title: Agricultural Marketing	Min. Units: 3 Semester
Proposed Suffix: L	
<p>Course Description: Survey of marketing aspects of the agriculture industry and overview of the structure and institutional aspects of the marketing system, including global agricultural markets. Industry studies of the marketing of selected locally grown commodities.</p>	
Required Prerequisites or Co-Requisites ¹	
Advisories/Recommended Preparation ²	
<p>Course Objectives: <i>At the conclusion of this course, the student should be able to:</i></p> <ul style="list-style-type: none"> • Define the function of marketing, where and how they are performed. • Identify general problems in the marketing system. • Identify current trends and concerns for specific commodities. Compare and contrast marketing orders and agreements. • Debate the use of marketing cooperatives. • Define risk and develop plans for reducing risk. • Characterize marketing alternatives available to individual firms. • Collect and interpret marketing information. • Complete a marketing plan. 	
<p>Course Content:</p> <ol style="list-style-type: none"> 1. The framework of agricultural markets <ol style="list-style-type: none"> a. Food Marketing b. Analyzing marketing performance c. Agricultural production and marketing 2. Food markets and institutions <ol style="list-style-type: none"> a. Food consumption and marketing b. Food processing and manufacturing c. Food wholesaling and retailing 3. Prices and marketing costs <ol style="list-style-type: none"> a. Price analysis b. Competition in food markets c. The behavior of farm prices d. Food marketing costs 4. Functional and organizational issues. <ol style="list-style-type: none"> a. Organization of food markets b. Cooperatives in the food industry c. Market power and bargaining associations d. Market information e. Standardization and grading f. Transportation g. Storage <p>Agricultural Marketing (Content Continued)</p>	

¹ Prerequisite or co-requisite course need to be validated at the CCC level in accordance with Title 5 regulations; co-requisites for CCCs are the linked courses that must be taken at the same time as the primary or target course.

² Advisories or recommended preparation will not require validation but are recommendations to be considered by the student prior to enrolling.

- 5. Government and food marketing
 - a. Price, income, and marketing programs
 - b. Forward contracting
 - c. Price risk management

 - 6. Specific Commodity Marketing
 - a. Overview of U.S. Production
 - b. Overview of California Market
 - c. Overview of U.S. Market
 - d. Overview of Global Market
 - e. Implications
- Laboratory Activities: Individual Laboratory Activities are designed to support course objectives.

Methods of Evaluation: Lecture Comprehensive Quizzes and Exams Written Critical Thinking Scenarios Problem Analysis and Solution Research and Term Papers	Methods of Evaluation: Laboratory Laboratory Skill Validation by Observation Laboratory Reports Laboratory Research Projects and Reports Laboratory Skill Practicum Exams
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Typical Textbooks, Manuals, or Other Support Materials

Market and Price Analysis: The Agricultural Industries _Dahl, Dale C. and Hammond, Jerome W., New York, McGraw-Hill, 1977

Marketing of Agricultural Products, Kohls, Richard L. and Uhl, Joseph L., 8th ed. 1998

Agricultural Product Prices, Tomek, William G. and Robinson, Kenneth L., 3rd ed, Ithaca, New York, Cornell University Press 1990

Statewide Articulation: CPSLO-AGB 405 / 406, CSUF-AGEC 160, other universities as lower division elective

FDRG Lead Signature: _____ Date: _____

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