CASPER COLLEGE COURSE SYLLABUS
AGEC 2300- N1 - Agriculture Marketing

Semester/Year: Spring 2015
Lecture Hours: N1 Lab Hours: 0 Credit Hours: 3
Class Time: NET Days: NET Room: NET

Instructor’s Name: Marty Finch
Instructor's Contact Information:
Office location: WA 103 Office Phone: 268-2595 Email: mfinch@caspercollege.edu

Office Hours: Monday – Friday 10:00 am – 11:00 am - Other times available, by appointment.

Course Description: An introduction to agricultural markets and marketing. Topics include the structure of
United States agriculture, prices and marketing costs, government policy’s influence on marketing, effects of
supply and demand on marketing, livestock and crop marketing, and risk management.

Statement of Prerequisites: None

Goal: This course provides a decision oriented overview of marketing management in agriculture
organizations. At the end of the course you will have a solid understanding of the major decision areas in
marketing, the basic interrelationships of these decision areas and an appreciation of how to use key concepts
and tools for analyzing customers, competition, and marketing strengths and weaknesses.

Outcomes:
1. Demonstrate effective oral and written communication
2. Solve problems using critical thinking and creativity
3. Demonstrate knowledge of diverse cultures and historical perspectives
4. Appreciate aesthetic and creative activities
5. Use appropriate technology and information to conduct research

Course Objectives: The student will demonstrate an understanding of the structure of the agricultural
marketing system, and examine how this system affects both producers and consumers. The study of marketing
is to provide students with an enhanced knowledge of agriculture marketing process. This knowledge is useful
in a variety of business related disciplines. After the successful completion of this course, the student will
understand the importance of marketing agricultural products.

Methodology:
This course is designed to be an on-line course. Participation in the discussion forum will be essential to fully
understanding the concepts of marketing. Self study of the text and answering the questions at the end of each
chapter are important to successfully complete this course.

Evaluation Criteria:
Your grade in the course will be assigned based on the percentage of the total points you earn.
Approximate total points:

- 3 Page Research Paper = 200 points
- 8 Quizzes = 400 points
- Weekly Discussion Board Part. = 400 points
- **TOTAL POINTS** = 1000 points
100-90% = A  
89-80% = B  
79-70% = C  
69-60% = D  
<60% = F


**ASSIGNMENTS:** All assignments are due by date posted. Late assignments, if accepted, will automatically receive a 20% deduction from the total points. (Assignments will be writing a research paper, discussion board participation, and quizzes).

**ATTENDANCE:** Participate on-line.

**DISHONESTY:** Any student found guilty of any form or type of academic dishonesty during a examination will automatically receive a zero credit.

**LAST DAY TO CHANGE TO AUDIT STATUS:** Please refer to the current college catalog.  
**LAST DAY TO WITHDRAW WITH A (W) GRADE:** Please refer to the current college catalog.

**Student Rights and Responsibilities:** Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

**Chain of Command:** If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

**Academic Dishonesty:** (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

**Official Means of Communication:** Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly. This is also, where you will find course evaluation links during course evaluation periods.

**ADA Accommodations Policy:** If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu . The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

**Calendar:** Refer to this class in Moodle for calendar information.