Semester/Year: Spring 2016

Lecture Hours: 3  
Lab Hours: 0  
Credit Hours: 3

Class Time: 9:00am – 9:50am  
Days: MWF  
Room: WA 106

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

Office Hours: MW F 10:00 – 12:00 - 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 a lecture course, however, other means will be used to convey the information to students, such as videos, magazines, guest lectures, exercises and slides. Class discussion will be essential to fully understanding the concept of marketing.
Evaluation Criteria:
Your grade in the course will be assigned based on the percentage of the total points you earn. 

Approximate total points:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>200</td>
</tr>
<tr>
<td>Quizzes</td>
<td>400</td>
</tr>
<tr>
<td>Class Project</td>
<td>400</td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>1000</td>
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100-90% = A  
89-80% = B  
79-70% = C  
69-60% = D  
<60% = F

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ASSIGNMENTS: Late assignments, if accepted, will automatically receive a 20% deduction from the total points.

Examination Policy:
It is your responsibility to check your personal schedule with exam dates and to notify the instructor in advance of the scheduled time if there is a conflict. See the Casper College Student Handbook for information on how to handle absences due to illness or death in family. Exams will be reviewed in class, and made available to the students for review.

Classroom:
The most successful students are always those with the best attendance record! The following are examples of expected behaviors in this, and any college classroom:

- Attend all class meetings, and be on time.
- Listen to questions/statements made by your fellow classmates; these may enhance your understanding of the material.
- Expect to receive pertinent course materials/handouts during the designated course times. If you are unable to obtain these materials at these times, it becomes your responsibility to obtain them from a fellow classmate, or from the instructor, during office hours. Don’t expect late, partially completed or illegible work to be graded.
- Always exercise your right to ask questions. Be active in your learning.

ATTENDANCE: Required.

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.