

AGRI 1325
Marketing of Agricultural Products

Western Texas College

- I. Basic Course Information
 - A. Course Description: Essential marketing functions in the movement of agricultural commodities and products from producer to consumer.
- II. Student Learning Outcomes - Upon successful completion of this course, students will:
 - A. Explain the essential marketing functions of buying, selling, transporting, storing, financing, standardizing, pricing, and risk bearing.
 - B. Apply economic principles to the marketing of agricultural products.
 - C. Identify alternatives in marketing of agricultural commodities/products.
 - D. Examine the structure of agricultural markets.
- III. Course Requirements
 - A. Six Major Exams – 600 points
 - B. Library Research – 200 points
 - C. Assignments/Homework Problems – 200 points
 - D. Comprehensive Final Exam – 200 points
- IV. Information On Books
 - A. Agricultural Marketing and Price Analysis, Norwood and Lusk
ISBN-13: 978-0132211215
ISBN-10: 0132211211
- V. Other Policies, Procedures and important dates. Please refer to the WTC [Catalog](#) for the following:
 - A. Campus Calendar
 - B. Final exam schedule
 - C. How to drop a class
 - D. Withdrawal information
 - E. Student Conduct/Academic Integrity
 - F. Class Attendance
 - G. Students with disabilities
- VI. Course Content and Tentative Schedule*

Week 1	Introduction Chapter 1 – About Economics
Week 2	Chapter 2 – Basic Price Analysis – Supply and Demand Exam #1
Week 3	Chapter 3 – Advanced Price Analysis – Mastering Supply and Demand
Week 4	Chapter 4 – Advanced Price Analysis – Imperfect Competition Exam #2
Week 5	Chapter 5 – Agricultural Prices

Week 6	Chapter 6 – The Food Marketing Channel Exam #3
Week 7	Library Research
Week 8	Chapter 7 – Empirical Agricultural Price Analysis
Week 9	Chapter 8 – International Agricultural Trade Exam #4 -
Week 10	Chapter 9 – Managing Price Through Futures Markets
Week 11	Chapter 12 – Conducting Consumer Research Exam #5
Week 12	Library Research
Week 13	Chapter 14 – Government in Agriculture
Week 14	Chapter 15 – Agriculture and Society Exam #6
Week 15	Review for Final Exam
Week 16	Final Exam

*The above schedule, policies, procedures and assignments in this course are subject to change.

Last Modified: October 5, 2017