

I. COURSE INFORMATION

- A. Agriculture 207 Marketing Agriculture Products
- B. 3 credit hours
- C. Rhodes, James, Jan Dauve and Joseph Parcell. *The Agricultural Marketing System*. 7th ed. Missouri: Mizzou, 2006
- D. Prerequisites: None

II. COURSE DESCRIPTION

This course offers students a look at the theory and framework of agriculture marketing, food markets and institutions, commodity marketing, and government marketing.

III. LEARNING OUTCOMES

- A. Explain the various ways in which agriculture products can be marketed
- B. Discuss the different types of agriculture markets
- C. Explain the principles upon which a manager should make rational marketing decisions
- D. Understand the use of futures markets in protecting commodities against unfavorable price movements
- E. Explain how option contracts can be utilized
- F. Discuss cost involved in marketing products from producer to consumer

IV. MAJOR CONTENT AREAS

- A. Introduction to marketing
- B. Introduction to agriculture government
- C. Agriculture census data
- D. Commodity futures marketing

V. ASSIGNMENTS (may include but are not limited to)

- A. Commodity futures project
- B. Assignments
- C. Quizzes
- D. Exams
- E. Final exam

VI. EVALUATION METHODS (may include but are not limited to)

- A. Attendance and participation
- B. Assignments
- C. Quizzes and exams