

Eastern Wyoming College

Spring 2013

COURSE INFORMATION

AGEC 2300 Agricultural Marketing

Credit Hours: 2

Location: INET

INSTRUCTOR

Mrs. Kaitlyn Steben, Agriculture Instructor

E-mail: ksteben@ewcmail.wy.edu

Phone: 307.532.8271

Office: MA 124

Office Hours: MWF 9:00-10:00 a.m.; TTh 10:00 a.m.-12:00 p.m.

***If your student schedule conflicts with my office hours please contact me to schedule a time that works better for you.

COURSE DESCRIPTION

A study of marketing and market planning as they deal with sales. Also covered will be the functions, theory, and practices of salesmanship as they relate to wholesale and retail sales.

COURSE RATIONALE

Agricultural marketing knowledge and skills are essential tools for any agricultural producer. This course is an elective course for students majoring in EWC's Farm and Ranch Management and an elective course for other agricultural degrees at EWC.

COURSE OBJECTIVES

1. Demonstrate human relations skills that foster a relationship between the client and the salesperson.
2. Create a sales strategy that is appropriate to an agricultural product or service.
3. Develop a marketing plan to include a sales presentation.
4. Describe careers available in marketing and sales positions.
5. Apply the legal and ethical considerations of salesmanship.

RESOURCES

- **Required Text:** Richard L. Kohls and Joseph N. Uhl. Marketing of Agricultural Products. Prentice Hall, 2002. (ISBN 0130105848)
- **LancerNet:** If you have difficulties interacting with LancerNet, please contact Aaron Bahmer, Instructional Technologist, at (307) 532-8284.

COURSE REQUIREMENTS

- **Attendance:** This class is offered online, therefore there will not be any required class meeting dates. However, it is the responsibility of each student to sign on to LancerNet regularly and complete and submit assignments, quizzes, exams, etc. on time.
- **E-Mail Communication:** I will be employing the ewcmail.wy.edu address within LancerNet and I will be using this system to contact you as well. Any email correspondence initiated by me will be to this address, so please begin checking it immediately and continue to do so frequently throughout the semester.
- **Coursework:** Course material will be delivered and assessed via LancerNet by various means including lecture notes, reading assignments, threaded discussion, assignments, written papers and project, and quizzes and exams. It is expected that each assigned task be completed within the designated timeframe. Full credit will not be awarded for late assignments.

- **Assignments:** There will be weekly assignments to be completed throughout the semester. These will be administered and submitted on LancerNet. Assignments are located under the “My Assignments” tab and will be due the following Monday by 4:00 p.m.
- **Examinations:** Exams will be available on LancerNet for a designated amount of time. There will be three mandatory exams during the semester. It is expected that you take each exam without the assistance of your book, notes, or other resources (i.e. your classmates). Exams will be timed and must be completed within ONE hour.
- **Final Project:** A final project will be completed by the end of the semester and will incorporate everything you will have learned over the next 16 weeks. More information will be made available about the project later on in the semester.
- **Late Work:** Late or missed submissions will not be accepted. You will be given plenty of time during the week to complete all assignments and tests and as such, late work is not tolerated.

GRADING CRITERIA

<u>Evaluation Criteria</u>	<u>Points</u>	<u>Final Grade Determination</u>
Assignments (15 x 20)	300	A = 90 % or >
Exams (3 x 100)	300	B = 80-89 %
Final Project	150	C = 70-79 %
<i>Total</i>	<i>750</i>	D = 60-69 %
		F = 59 % or <

STUDENT PHILOSOPHY STATEMENT

Eastern Wyoming College is committed to providing a student experience that promotes academic success in a challenging and supportive environment, facilitates the transition to college for first time students, and helps all students identify and achieve their individual goals. EWC’s student experience is designed to foster personal growth by increasing independence, promoting ethical behavior and personal responsibility for learning, and affording opportunities for student involvement in campus activities to enhance social development.

GENERAL EDUCATION REQUIREMENTS

- **Communication Skills:** Graduates will be able to understand and communicate ideas and information in written and spoken English that reveals a mastery of terminology appropriate to their disciplines.
- **Analytical and Quantitative Reasoning:** Graduates will be able to solve problems through critical thinking involving analytical and quantitative reasoning at a level appropriate to their disciplines.
- **Technology Skills:** Graduates will be able to demonstrate competence using technology appropriate to their disciplines.
- **Social Awareness:** Graduates will be able to demonstrate an awareness of the relationship between the individual and the world.
- **Information Literacy:** Graduates will be able to locate evaluate, and use information effectively.

ACCOMMODATION STATEMENT

Eastern Wyoming College is committed to providing reasonable accommodations for qualified individuals with disabilities. If a student has a disability and desires a reasonable accommodation for such disability, the student should contact Debbie Ochsner (532-8238) or Mr. Tom McDowell (532-8330) as soon as possible so that arrangements may be made.

ACADEMIC DISHONESTY

EWC regards all forms of academic dishonesty as serious offenses that cannot be condoned. These forms include inappropriate dependence upon the aid of other persons in carrying out class or laboratory assignments, plagiarism and cheating on quizzes, tests or exams. For a first offense, a student will be subject to the instructor's disciplinary action which may include a grade of zero on the affected coursework, lowering of the final grade in the course or receiving a grade of "F" in the course. The student who commits such an offense a subsequent time will be assigned the grade of "F" and may be subject to dismissal from the College with the reason for dismissal specifically stated and retained in college records.

DISCLAIMER STATEMENT

The instructor reserves the right, acting within the policies and procedures of EWC, to make changes in the course schedule or activities. All changes will be announced in class.

COURSE SCHEDULE

All dates on this schedule are tentative. Changes will be announced via e-mail.

<i>Week</i>	<i>Unit</i>	<i>Due Date</i>
Jan 15 – 18	Unit 1	Jan 21 @ 4:00 p.m.
Jan 21 – 25	Unit 2	Jan 28 @ 4:00 p.m.
Jan 28 – Feb 1	Unit 3	Feb 4 @ 4:00 p.m.
Feb 4 – 8	Unit 4	Feb 11 @ 4:00 p.m.
Feb 11 – 15	Unit 5 ***No classes Feb 14 and 15 so please plan accordingly.***	Feb 18 @ 4:00 p.m.
Feb 18 – 22	Unit 6	Feb 25 @ 4:00 p.m.
Feb 25 – Mar 1	Unit 7	Mar 4 @ 4:00 p.m.
Mar 4 – 8	Unit 8	Mar 11 @ 4:00 p.m.
Mar 11 – 15	Unit 9	Mar 18 @ 4:00 p.m.
Mar 18 – 22	Unit 10	Mar 23 @ 4:00 p.m. ***Notice this due date is not a Monday but a Saturday!! Enjoy spring break!
Apr 1 – 5	Unit 11 ***No classes April 1 and 2 so please plan accordingly.***	Apr 8 @ 4:00 p.m.
Apr 8 – 12	Unit 12	Apr 15 @ 4:00 p.m.
Apr 15 – 19	Unit 13	Apr 22 @ 4:00 p.m.
Apr 22 – 26	Unit 14	Apr 29 @ 4:00 p.m.
Apr 29 – May 3	Unit 15	May 6 @ 4:00 p.m.
May 6 – 10	Final Project Due	May 10 @ 4:00 p.m.