

SOUTHEAST COMMUNITY COLLEGE

COURSE SYLLABUS

TRAN-WELDING-AG

Agriculture Management & Production Program

Revision Date: August 2020

[Syllabus Statements](#)

I. CATALOG DESCRIPTION

Course Number: AGRI 1211

Course Title Fundamentals of Ag Marketing

Prerequisite(s): None

Catalog Description: Study of new market opportunities in the agriculture industry. Developing a market plan and promotional strategies for agriculture products.

Credit Hours: 3.0

Class Hours: 45

Lab Hours: -

Total Contact Hours: Total of Class + Lab Hours 45

II. COURSE OBJECTIVES: *Course will:*

1. Explore marketing concepts used in the agriculture industry.
2. Explore marketing strategies used in the agriculture industry.
3. Identify types of technology used in marketing.
4. Learn pricing strategies.
5. List the different types of advertising media.
6. Develop a sales/advertising promotion.
7. Implement a sales/advertising promotion.
8. Learn how to develop a marketing plan.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A. STUDENT LEARNING OUTCOMES: *Student will be able to:*

1. Apply concepts of marketing to student's focus of study.
2. List different agriculture marketing strategies.
3. Identify traditional marketing strategies for Agricultural products/services.
4. Identify new and non-traditional marketing strategies for agricultural products/services.
5. Develop pricing strategies for agricultural products/services.
6. Create an advertisement for an agricultural product/service.
7. Develop a sales promotion for an agriculture product/service.
8. Write a marketing plan for an agriculture product/service.

B. GENERAL EDUCATION LEARNING OUTCOMES

GELO #3: Critical Thinking & Problem Solving

Critical thinkers have the ability to evaluate a problem or assumption and determine an appropriate course of action. They use reason and evidence to make judgments and decisions. Critical thinking and problem solving skills rank highly among employer expectations.

Outcomes:

1) Evaluate ideas presented in writing, medial, speech, or artistic presentations.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

1. Marketing concepts and strategies
2. Marketing technology
3. Pricing Strategies
4. Advertising
5. Promotion
6. Marketing Plan

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): Contemporary Marketing”, Boone & Kurtz, Cengage, ISBN: 978-1-337-38689-0
B. Other Resources: Calculator, notebook, pencil, paper, and reliable access to computer and internet.
C. Consequence for Noncompliance: Possible Unsatisfactory success in the class.

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Methods of presentation typically include a combination of the following:
1. Lecture, small and group discussion, video presentations, slides, demonstrations, observation, guest speakers, lab workshop exercises.

VII. METHODS OF EVALUATION

- A. Methods of evaluation typically include a combination of the following:
1. Exams
 2. Projects
 3. Quizzes (Announced/unannounced)
 4. Daily evaluation

SCC STANDARD GRADING SCALE POLICY:

A+ 95-100	C+ 75-79
A 90-94	C 70-74
B+ 85-89	D+ 65-69
B 80-84	D 60-64
	F Below 60

VIII. SPECIFIC COURSE REQUIREMENTS:

- A. Achieve passing grade of 60% or higher, based on SCC grading scale
B. Complete all projects, assignments, learning exercises, and any additional assignments required by Instructor.