

**COURSE SYLLABUS**  
**AGR 285.01W**  
**Analysis of the Agricultural Sector**  
**Credit Hours: 3.0**  
**Spring 2008**

**AGR 285 ANALYSIS OF THE AGRICULTURAL SECTOR.** This course is designed to provide an overview of the various institutions servicing the agricultural sector from production to retailing. This course examines the role and scope of agriculture in a world economy and analyzes the impact on agriculture of changes in the political and economic environment. Also provided is an introduction to marketing activities with emphasis on agricultural commodities. (3-0). Credit 3.

Instructor: Alisha Bullion

Office: Thomason 204

Office Hours: MW - 12:30 p.m. - 3:00 p.m., TTH - 11:12:00 or by appointment

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Class Meetings: Monday and Wednesday, 11:00-12:20; THOM 217

**Suggested Text:** *Marketing of Agricultural Products*, Richard L. Kohls and Joseph N. Uhl, 9th ed., 2002

### **Course Objectives**

Agribusinesses in today's competitive environment expect college graduates to have a variety of skills. Business leaders consistently say that they are looking for people with the following abilities:

- 1) excellent communication skills (both written and oral);
- 2) good problem-solving and critical thinking skills;
- 3) listening skills and a willingness to understand the opinions of others;
- 4) the ability to work well in teams; and
- 5) the ability to conduct themselves in a professional manner.

Two of our most important goals are:

- 1) to develop an appreciation of the role and importance of marketing to the agricultural and consumer sectors of the U.S. economy; and
- 2) to introduce approaches that are useful when analyzing agricultural marketing situations and issues.

### **Performance Evaluation**

Your final grade will be a function of:

Two exams	50%	
Various quizzes and Homework assignments		25%
Final examination (comprehensive)		25%

Total Class Grade

100%

Grades will be based on percentages and are assigned as follows:

A = 90.0% and Above

B = 80.0% - 89.9%

C = 70.0% - 79.9%

D = 60.0% - 69.9%

F = Below 60.0%

As a general rule, individual exams and other graded materials will not be “curved”. Further, students should plan on the final grades being assigned on the basis of the above-noted grade breaks. The instructor retains the privilege of adjusting in the favor of students one or more of the grade classifications after all grades have been recorded. No “incompletes” will be assigned. Each student will receive the grade he/she has earned at the end of the semester.

### *Exams*

Three exams will be given during the semester and will comprise 75 percent of your grade (i.e., 25% per exam). The final is required. For students who have missed an exam because of university excused absence, a makeup exam will be given. Your lowest exam will NOT be dropped.

### *HW Assignments/Quizzes/In Class*

There will be in-class assignments and fur written assignments during the semester. The assignments will give you a more in-depth understanding of important concepts while helping you to develop your written communication skills, and better prepare for the exams. Late homework lose 10% of the total points per day (i.e., 10% deduction) for each day (M-F) late and receive no credit if handed in after the graded homework is returned. There is no makeup for in-class exercises.

Excused absence from a graded item requires written notice personally delivered to the instructor **well in advance** of the scheduled due date. Failure to notify the instructor of an impending absence will result in a score of zero for that item. Notice of an anticipated absence does not guarantee approval by the instructor.

If you believe your exam or other coursework deserves a grade other than the one you received, bring it to my attention during office hours. I am happy to entertain a confidential discussion about anything I grade up to one week after it is returned to the class. If your request is to “re-grade” your work, I reserve the right to evaluate the entire exam, homework, or project, and your total points may go up or down. After one week, any grade stands as given.

Violations of SHSU Academic Honesty Policy will result in a grade of “F” for the assignment, and possibly the entire course.

If you miss an exam or assignment with an OFFICIAL UNIVERSITY EXCUSE you have the option of making-up your missed work. To do so, you must present an explanation and documentation of your absence *immediately* following your excused absence. Any delay will jeopardize your right to make up work. Whether you are present for an exam or not, you are expected to be prepared by the scheduled exam date, and thus should be prepared to take a makeup exam the day following your return. Missed work will **not be accepted** without an OFFICIAL UNIVERSITY EXCUSE. To make up missed work:

1. Obtain approval
2. Obtain the make-up assignment
3. Complete and return the assignment immediately
4. Write the name of the assignment you are making up at the top of your paper
5. Attach documentation of your OFFICIAL UNIVERSITY EXCUSE and hand it in

### **My Expectations of Students**

First of all, I expect each of you to attend class. Random quizzes and in class assignments will be given. It is my experience that students who attend class regularly, typically achieve a full letter grade over those who do not. You can't learn from me unless you are present. Plus, it should be fun. Second, I expect you to come prepared and ready to participate in class discussions. Sometimes, even the best student may prefer to sit back and "listen in" on discussions. By doing so, you are robbing yourself and others of a great learning opportunity. I expect you to share your insights through your questions and comments, and I will call on you to do so if necessary.

Don't be intimidated by this—there are no bad answers or bad questions, it's all part of the learning process. The key to success is to learn by doing. If you prepare for class by reviewing your notes and reading the material, you will have a better understanding of the discussion topics. Further, as you share these findings you will improve your ability to express yourself in a concise, insightful manner, a very desirable characteristic to potential employers. I expect you to work hard, but I also expect you to enjoy yourself and take as much as you can from the class. If you find yourself frustrated and not enjoying class, please don't hesitate to come see me. You are expected to act honestly and ethically at all times.

### **AGR 285 TENTATIVE COURSE OUTLINE**

- I. The Marketing Framework
- II. Markets and Institutions  
Exam 1
- III. Market Organizational Sectors  
Exam 2
- IV. Agricultural Commodities  
Final Exam (comprehensive)

### **Attendance Policy**

Department attendance policy will be strictly enforced. ***Attendance is taken each day.***  
*Department of Agricultural Sciences Attendance Policy*

1. Regular and punctual attendance is expected of each student in the Department of

Agricultural Sciences at Sam Houston State University.

2. Each faculty member will keep a written record of student attendance.
3. **If a student misses four or more classes, the student's grade will be reduced by one letter grade. Additional penalties may be assessed at the discretion of the instructor.**
4. Three unexcused or unjustified tardies or early departures are considered as one absence.
5. Excused absences must be documented by the student with a letter of confirmation from the sponsoring student organization, professor or doctor. Exemptions will include participation in departmental activities when prior approval is attained from the Department Chair.
6. No exams or assignments will be given at alternative times unless arrangements are made with the professor/instructor before the scheduled activity occurs.

### **Academic Dishonesty**

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

### **Classroom Rules of Conduct**

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Cellular telephones and pagers must be turned off before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in a directive to leave class. Students who are especially disruptive also may be reported to the Dean of Students for disciplinary action in accordance with university policy.

### **Americans with Disabilities Act**

Students with a disability which affects their academic performance are expected to arrange for a conference with the instructor in order that appropriate strategies can be considered to ensure that participation and achievement opportunities are not impaired. The physically impaired may contact the Director of Counseling Center who also serves as chair of the Committee for Continuing Assistance for Disabled Students by telephone at extension #1720.

### **Religious Holidays**

University policy states that a student who is absent from class for the observance of a religious holy day to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. Not later than the 15th calendar day after the first day of the semester, or the 7th calendar day after the first day of a summer session,

the student must notify the instructor of each scheduled class that he/she would be absent for a religious holy day.