

ANSC 335 – Livestock Merchandising
Spring 2020
Class meets MW: 10:00 – 10:50 in KH 307
Lab meets T: 10:00 – 11:50 in KH 307 / LC 106

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Office Hours:

Monday and Wednesday: 9:00am-10:00am
Thursday: 10:00am-12:00pm Livestock Center
Arranged

Course Objectives:

Develop an understanding of all aspects of livestock merchandising. Gain understanding of the various ways in which livestock are merchandised and understand the costs that go into not only producing the livestock but also merchandising them. Explore advertising and costs associated with various forms of advertising. The class will coordinate online sheep and pig sales and a live cattle sale.

		Date	Topic
Week 1	M	1/13	Introduction
	T	1/14	Product Promotion
	W	1/15	NO CLASS - Denver
Week 2	M	1/20	NO CLASS Martin Luther King Day
	T	1/21	Tour Farms
	W	1/22	Available Markets
Week 3	M	1/27	Schedule
	T	1/28	Available Markets
	W	1/29	Marketing
Week 4	M	2/3	Advertising
	T	2/4	Advertising
	W	2/5	Advertising
Week 5	M	2/10	Advertising
	T	2/11	NO CLASS – LINCOLNS B Day
	W	2/12	Livestock Photography
Week 6	M	2/17	Live Auction – San Antonio
	T	2/18	Live Auction – San Antonio
	W	2/19	Live Auction – San Antonio
Week 7	M	2/24	Internet
	T	2/25	Internet
	W	2/26	Internet

Week 8	M	3/2	Bull Prep
	T	3/3	Bull Prep
	W	3/4	Bull Prep
BULL SALE MARCH 6			
SPRING BREAK March 9-13			
Week 9	M	3/16	Web Design
	T	3/17	Web Design
	W	3/18	Web Design
Week 10	M	3/23	Livestock Promotions
	T	3/24	Livestock Promotions
	W	3/25	Livestock Promotions
Week 11	M	3/30	Making the Sale
	T	3/31	Making the Sale
	W	4/1	Making the Sale
Week 12	M	4/6	Customer Relations
	T	4/7	Customer Relations
	W	4/8	LEGACY SALE
Week 13	M	4/13	Cost of Livestock Production
	T	4/14	Cost of Livestock Production
	W	4/15	Cost of Livestock Production
Week 14	M	4/20	Livestock Sales
	T	4/21	Livestock Sales
	W	4/22	Livestock Sales
Week 15	M	4/27	Livestock Sales
	T	4/28	Livestock Sales
	W	4/29	Livestock Sales
Week 16		5/4-5/8	FINALS WEEK
FINAL Monday 10:00AM			

Attendance: ATTENDANCE IS A MUST!!!! Attendance will be taken and expressed as a test score equating to the percentage of classes attended. Students must be prepared to interact, and discuss topics relating to course assignments. Absenteeism will impede your success on assessments and course assignments. The course is centered around classroom assignments, activities, and classroom lecture.

ADA Compliance: In accordance with University policy and the Americans with Disabilities Act (ADA), accommodations in the area of test and note-taking may be made for any student who notifies the instructor of the need for accommodation. It is imperative that you take the initiative to bring such needs to my attention, as I am legally not permitted to inquire about the particular needs of students. Furthermore, I would like also to request that students who may require special assistance in emergency evacuations contact me as to the most appropriate procedures to follow in such an emergency.

Academic Dishonesty: Any violation of the Academic Dishonesty Policy in Student Handbook will result in an automatic failure in the course. Plagiarism and cheating are

areas of concern for the course. This course is designated to enhance your writing and presentation skills within your academic area, not the ability to copy thoughts and ideas.

Attention Education Majors:

The changes within the state certification requirements, you are required to receive a grade of a "C-" or better in this course in order to meet these new requirements. With the new university +/- grading system, receiving a "D+" or below will require you to retake this course or find a substitute course to meet School of Agriculture graduation requirements.

Excuses:

Any excuse for a missed test or assignment must be cleared **before** the assignment is due or test is to be taken. In general, the only accepted excuses will be for university events, personal health if a doctor's excuse is available, and verifiable family emergencies.

Grading Scale:	A = 92 – 100%	A- = 90 – 91%	
	B+ = 87 – 89%	B = 82 – 86%	B- = 80 – 81%
	C+ = 77 – 79%	C = 72 – 76%	C- = 70 – 71%
	D+ = 67 – 69%	D = 62 – 66%	D- = 60 – 61%
	F = ≤ 59%		

Homework and Quizzes:

Late assignments will have 5 points taken off each day the assignment is late. Quizzes will be 10 points each and will be announced at least one class period prior to the quiz.

PLEASE REMEMBER:

INFORMATION ON SYLLABUS IS SUBJECT TO CHANGE!!!!