

AGRICULTURAL MARKETING
AGEC 333 – Spring 2025
School of Agriculture – Western Illinois University

INSTRUCTOR

Dr. Graciela Andrango

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Office Hours: 11:00 to 11:50 a.m. on M, W, TH, and F
or by appointment.

CLASS TIMES AND LOCATIONS: AGEC 333 meets on M, W, and F in Knoblauch 152 from 9:00 to 9:50 a.m.

EMAILS: Please include the course you are enrolled in in the subject line of your email.

TEXTBOOK:

- Rhodes, V. James, Jan L. Dauve, and Joe L. Parcell. 2007. *The Agricultural Marketing System*. 7th Edition. Holcomb Hathaway Publishing Company. ISBN 978-1-61600-426-2.

COURSE DESCRIPTION:

Although there are no required prerequisites, it is highly recommended that students have an introductory microeconomics course before attempting AGECE 333—either AGRI 220 Introduction to Agribusiness Concepts or Economics 232 Principles of Microeconomics II or an equivalent.

COURSE OBJECTIVES:

The course serves as an opportunity for students:

1. To develop a basic understanding of marketing and the economic forces in agricultural markets.
2. To recognize and describe different participants and other economic actors (producers, processors, institutions, rules/regulations, etc.) in agricultural supply chains connecting producers to consumers.
3. To develop an understanding of how these economic forces and actors jointly determine the level of production, consumption, and prices of agricultural commodities and food products.

EXPECTATIONS OF STUDENTS:

Participation/ Attendance & Sitting Chart: Attendance is required and will be graded through Kahoot! Quizzes. Students' participation in class is strongly encouraged. Students are expected to read the chapter and activities assigned each week – see the course outline at the end of this document.

Absences: If at any time you have a **family emergency, funeral, illness, or any university activity (including Judging Team, AgVocators)**, please use the Online Absence Reporting System (OARS) system to report your absence (www.wiu.edu/oars). Please note that the OARS system does not excuse your absence; it merely documents it. It is still up to the instructor to excuse the absence (**see above for valid excuses**). **I will need the email generated from this system before class and not after. If I receive the email after class starts, the late grade policies come into effect.** Excessive absences will result in failure of the course. The student remains responsible for contacting the instructor to complete missed work as soon as possible and is ultimately accountable for catching up with the material covered in class during the student's absence.

Academic Integrity: This course applies the rules and regulations outlined in the University's policy on academic integrity. See <http://www.wiu.edu/policies/acintegrity.php>. Any violation of the Academic Integrity Policy in the Student Handbook will result in automatic failure.

Plagiarism is not tolerated in this class. Works evidenced as plagiarism (accidental or willful use of someone else's words or ideas) will be penalized by a failing grade on the homework, quiz, or exam. **In addition, the instructor will follow the procedure according to the Student Academic Integrity Policy- see the link above.**

Student Rights and Responsibilities: Detailed information regarding student rights and responsibilities can be found at <http://www.wiu.edu/provost/student/php>. It is your responsibility to be familiar with the posted information.

Students with disabilities: In accordance with University values and disability law, students with disabilities may request academic accommodations where there are aspects of a course that result in barriers to inclusion or accurate assessment of achievement. To file an official request for disability-related accommodations, please contact Disability Resources in the Student Development and Success Center at 309-298-1884, disability@wiu.edu, or at 125 Memorial Hall. Please notify the instructor as soon as possible to ensure that this course is accessible to you in a timely manner.

Military/Veteran Support Statement: As a military-friendly institution, and in accordance with federal regulations and Illinois statutes, Western Illinois University has established policies and procedures to accommodate military service students. In addition to the supports available at WIU's Veterans Resource Center (wiu.edu/student_success/veterans / 309-298-3505), veterans, members of the National Guard or Reserves, and active-duty military personnel with military obligations (e.g., deployments, training, drill) are encouraged to communicate these, in advance whenever possible, to the instructor. The Military Service Policy can be found at <https://www.wiu.edu/policies/military.php>

University values: University values, Title IX, and other federal and state laws prohibit sex discrimination, including sexual assault/misconduct, dating/domestic violence, and stalking. If you, or someone you know, has been the victim of any of these offenses, we encourage you to report this to the Title IX Coordinator at 309-298-1977 or anonymously online at http://www.wiu.edu/equal_opportunity_and_access/report.php. If you disclose an incident to a faculty member, the faculty member must notify the Title IX Coordinator—the complete Discrimination, Harassment, and Sexual Misconduct Policy. The policy is available at: <http://www.wiu.edu/policies/dhsm.php>.

Technical Support for Western Online:

- Provided through the Western Online Brightspace Virtual Assistant by clicking on the **Get Help! link/icon at the bottom right corner of every page** in Western Online.
- Instructions for using the Virtual Assistant can be found at https://wiu.edu/citr/home/get_help.php.
- All other technical support, including issues with enrollment in online courses, should be requested by contacting:

University Technology (uTech) Support Center

Website: http://www.wiu.edu/university_technology/

Phone: (309)298-TECH (8-8324)

University Writing Center: The University Writing Center (UWC) is your go-to resource at any stage of the writing process! Appointments are available in three formats: in-person (3rd Floor, Malpass Library or QC Riverfront 205), online (real-time with video or chat and document sharing), and eTutoring (asynchronous feedback on an uploaded paper).

Visit wiu.mywconline.com to schedule an appointment, or call (309) 298-2814. **Spring 2025 UWC Hours at the 3rd Floor, Malpass Library:** M – Th: 9 AM - 8 PM, F: 9 AM - 4 PM, and Sun: 2 - 8 PM.

USE OF CELLULAR PHONES, SMART WATCHES, TABLETS, AND LAPTOPS:

All cell phones should be turned off before class as a courtesy to other students and the instructor. Continued disregard of this policy may result in ejection from the course. If a student needs an exception to this policy due to medical or public safety concerns, he/she should inform the instructor before class. While students can use their cell phones as a calculator for class exercises, cell phones are not allowed under any circumstances on exams. The use of laptops or tablets is not allowed in class unless it is required by the instructor to conduct research or any class activity related to the topic being covered. Lecture notes will be available at Western Online and must be printed

in advance. **Texting or surfing the internet** is not allowed during class, and repeated violations may lead to dismissal from the course with an assigned grade of F.

TOBACCO POLICY:

Tobacco use of any kind will not be tolerated in class. This includes chewing tobacco.

IMPORTANT DATES:

Monday, Jan 20	Dr. Martin Luther King Day – No Class/ University Closed
Wednesday, Feb 12	Lincoln's Birthday – No Class/ University Closed
Mon-Friday, Mar 10-14	Spring Break – No Class/ University Closed
Sunday, Mar 30	Last day to drop classes or withdraw from the university
Wednesday, May 07	Final Comprehensive Exam: 08:00 a.m. – 09:50 a.m.

GRADING POLICY:

The course grade will be based on the following factors, with weightings as indicated:

Midterm Exam I	15%	A = 93% or above	C = 73 - 76.99%
Midterm Exam II	15%	A- = 90 - 92.99%	C- = 70 - 72.99%
Midterm Exam III	15%	B+ = 87 - 89.99%	D+ = 67 - 69.99%
Comprehensive Final Exam	15%	B = 83 - 86.99%	D = 63 - 66.99%
Homework & Class Exercises	15%	B- = 80 - 82.99%	D- = 60 - 62.99%
Weekly in-class quizzes	15%	C+ = 77 - 79.99%	F = <60%
Online quizzes	5%		
Participation & Kahoot! quizzes	5%		
Total		100%	

Grade-breaking points may be lowered, but they will never be raised. They will be evaluated only after calculating final numerical grades.

Attention Education Majors: With the changes within the Illinois State Teaching License requirements, students are required to receive a grade of a "C-" or better in this course to meet state requirements. With the university's +/- grading system, receiving a grade below a "C-" will require you to retake this course or find a substitute course to meet School of Agriculture graduation requirements.

EXAMS:

There will be three midterms and one final exam. Exams include True/False, fill-in-the-blank, matching, multiple-choice, open-ended, and problem-solving questions. **The final exam will be comprehensive** (in the same format as semester exams) but longer. Makeup exams will only be given in extreme situations. Cell phones are not allowed during the exam, so please **bring a calculator for every midterm and final exam**.

HOMEWORK AND CLASS EXERCISES:

Homework will focus on understanding key concepts, heavily relying on graphing and problem-solving. I strongly encourage you to work independently before checking your answers with your classmates. You will have one assignment related to each chapter and/or **reading related to that chapter**. Late assignments will be docked 10% per day and will not be accepted after the assignment key has been uploaded on Western Online or the rest of the students have received their homework graded.

Readings related to the chapter being covered will be uploaded on Western Online. I aim to use these readings to help you understand the principles covered in class and link them to real-life situations. Questions related to the reading will be in the assignments, quizzes, and/or exams.

Class exercises will reinforce your understanding of each topic, primarily calculations. I will provide you with a problem to work on during class. To solve the problem, you can use your notes, work with a classmate, and/or ask the instructor. **Class exercises must be submitted immediately after the class session. No submission of a class exercise will be reported as a zero.**

QUIZZES:

The instructor reserves the right to use both announced and unannounced quizzes. Only excused absences will be allowed to make up quizzes. Unless it is an emergency, only absences approved in advance will be excused. It is at the instructor's discretion whether an absence is excused or unexcused.

PARTICIPATION & KAHOOT! QUIZZES:

Kahoot! quizzes will be based on lectures, readings, and/or other references. We will use True/False, fill-in-the-blank, multiple choice, and open-ended questions format. Kahoot! quizzes will be used during class to reinforce your understanding of the many concepts we will cover in AGE 333. No participation in Kahoot! Quizzes without previous notice will be reported as a zero.

GRADING DISAGREEMENTS:

If students disagree with a particular answer, they must provide a logical reason in writing for their disagreement. This does not apply to scoring errors. All instructors are human, and occasional errors in grading will occur. Please bring any such mistakes to the instructor's attention immediately.

ACCREDITATION:

The School of Agriculture is housed in the College of Business and Technology, accredited by AACSB-International.

AGEC 333 – COURSE OUTLINE

<i>Week</i>	<i>Date</i>	<i>Topic/ Material</i>	<i>Chapter</i>	<i>Assignments/ Activities/ Due dates</i>
1	Jan 13 – Jan 17	Agricultural Marketing: An Introduction	1	Due: Friday, Jan 17 ▪ Quiz 1
2	Jan 20 – Jan 24	The Competitive Environment <i>Jan 20 – MLK Day – No Classes</i>	2	Due: Friday, Jan 24 ▪ Quiz 2
3	Jan 27 – Jan 31	Functions, Structures, and Alternatives in Ag Marketing System	3	Due: Friday, Jan 31 ▪ Midterm 1: Ch 1 – 3
Midterm 1. Friday, Jan 31				
4	Feb 03 – Feb 07	Price Determination: Matching Quantities Supplied & Demanded	4	Due: Friday, Feb 07 ▪ Quiz 3
5	Feb 10 – Feb 14	The Domestic Market: A Developed Economy <i>Feb 12 – Lincoln's Birthday – No Classes</i>	5	Due: Friday, Feb 14 ▪ Quiz 4
6	Feb 17 – Feb 21	The Domestic Market: A Developed Economy	5	Due: Friday, Feb 21 ▪ Quiz 5
7	Feb 24 – Feb 28	The International Market	6	Due: Friday, Feb 28 ▪ Midterm 2: Ch 4 – 6
Midterm 2. Wednesday, Feb 28				
8	Mar 03 – Mar 07	Pricing & Exchange Systems & Alternatives Within the Marketing-Procurement Channel	7	Due: Friday, Mar 07 ▪ Quiz 6
9	<i>Mar 10 – Mar 14</i>	<i>Spring Break</i>	<i>No classes/ No Homework</i>	
10	Mar 17 – Mar 21	Providing Optimum Varieties & Qualities	8	Due: Friday, Mar 21 ▪ Quiz 7
11	Mar 24 – Mar 28	Place and Time Aspects of Marketing	9	Due: Friday, Mar 28 ▪ Quiz 8
12	Mar 31 – Apr 04	Understanding & Applying Hedging Using Futures, Options, & Basis	10	Due: Friday, Apr 04 ▪ Midterm 3: Ch 7 – 10
Midterm 3. Friday, Apr 04				
13	Apr 07 – Apr 11	Marketing by Farmer Groups: Collective Action	12	Due: Friday, Apr 11 ▪ Quiz 9
14	Apr 14 – Apr 18	Processor Procurement Systems	13	Due: Friday, Apr 18 ▪ Quiz 10
15	Apr 21 – Apr 25	Processor Marketing	14	Due: Friday, Apr 18 ▪ Quiz 11
16	Apr 28 – May 02	Wholesale, Retail, and Food Service Marketing	15	No quizzes/ No Homework
17	May 05 – May 11	Final Comprehensive Exam – Chapters 1 to 15 <i>Wednesday, May 07, from 8:00 a.m. – 9:50 a.m.</i>		

NOTE: Please be advised that this syllabus is tentative. All classes are different, and we may or may not be able to address all content areas or stick with the anticipated number of exams. Any deviations from the syllabus will be announced as soon as possible.