

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: AG2303- Marketing Specialty Crops Seminar

**II. COURSE DESCRIPTION: 3 credit hours
3 credit hours of lecture and 0 credit hours of lab per week.**

Course will provide an overview to the marketing of specialty crops through the various marketing channels from post-harvest to end users.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

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Pre-requisite: NA

III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

The agricultural program at Seward County Community College provides opportunities to further each student's knowledge and skills through a variety of courses and activities for contribution to a safe and economical food, feed, and fiber supply.

IV. TEXTBOOK AND MATERIALS:

No Textbook Required

V. SCCC OUTCOMES

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

I: Read with comprehension, be critical of what they read, and apply knowledge gained to real life

II: Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

III: Communicate their ideas clearly and proficiently in speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

IV: Demonstrate mathematical skills using a variety of techniques and technologies.

V: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information

VI. COURSE OUTCOMES:

The student will be able understand the agricultural marketing system across the world.

The student will identify that consumers are the end users of all agriculture products and their needs must be met.

The student will learn how to target and satisfy market opportunities.

The student will learn how to manage the market process for specialty crops.

The student will be able to identify factors that influence policy at local, state, and federal levels in regard to marketing specialty crops.

VII. COURSE OUTLINE:

1. Marketing focus on the consumer
2. Collecting and using marketing information

3. Market segmentation, targeting, and positioning
4. Traditional versus Niche Marketing
5. Pricing options
6. Agriculture market channels
7. Promotion, Publicity and Advertising
8. Strategic marketing phases
9. Unique Specialty Crops marketing focus
10. Farmers Markets
11. Roadside Stands
12. Pick Your Own
13. Community Supported Agriculture
14. Restaurants
15. Institutional Opportunities
16. Wholesale Markets
17. Broker Markets

VIII. INSTRUCTIONAL METHODS:

Lecture and class discussion
 Guest Speakers
 Handouts, mass media, etc.
 Hands on vegetable production practices

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

USDA Marketing reports.

X. METHODS OF ASSESSMENT:

Methods of assessing the general course outcomes and the specific course competencies include class participation, attendance, exam scores, homework assignments, presentation assignments and actually marketing specialty crops.

SCCC Outcomes:

Outcome #1 will be assessed and measured by class participation and comprehension of material read.

Outcome #2 will be assessed and measured by oral and written explanations for thoughts and ideas related to marketing specialty crops through assignments and oral presentations.

Outcome #3 will be assessed and measured by the student's use of the internet and library searches on topics related to marketing specialty crops.

Outcome #4 will be assessed and measured by the student's decision regarding management decisions involved in marketing specialty crops.

Outcome #5 will be assessed and measured by the student's use of current technologies related to marketing specialty crops.

Academic Dishonesty:

The punishment for academic dishonesty of any form may result in dismissal from the course or a grade of zero on the work in question.

XI. ADA STATEMENT:

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobbie Academic building, room 149 A.

Syllabus Reviewed: 10/30/2018 20:49:32