

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: AG2443- Grain and Livestock Marketing

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

A study of the market structures and organization of the livestock meat and grain economy. Emphasis will be on factors affecting prices, changing competitive arrangements and marketing problems of farmers and ranchers. Additional emphasis will be placed on the development of a logical marketing plan.

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 Agriculture program at Seward County Community College/Area Technical School provides opportunities to further each student's knowledge and apply specific methods and techniques to the management and performance of agricultural operations.

IV. TEXTBOOK AND MATERIALS:

Textbook will be chosen when class is offered.

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

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

VII: Demonstrate knowledge and comprehension of the diverse cultures, creeds, and lifestyles of America and the world community.

VI. COURSE OUTCOMES:

Upon completion of this course, the student will:
Demonstrate an understanding of the marketing structure in the agriculture industry.
Exhibit an understanding of the functions of grain and livestock marketing, utilizing futures and options.
Understand and be able to apply the various techniques of marketing of agriculture commodities.
Recognize and apply economic tools in marketing agricultural products.
Understand the importance of marketing Agriculture Commodities

Exhibit the ability to successfully utilize the futures and options market for the purpose of hedging grains and livestock.

VII. COURSE OUTLINE:

1. Goal Setting
2. Futures Market
3. Options Market
4. Intro to Marketing
5. Food Markets
6. Prices and Cost

VIII. INSTRUCTIONAL METHODS:

Lecture and Discussion
Guest Speakers
Handouts and Work sheets
Films and Videotapes

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

Livestock and Meat Marketing, 3rd ed. John H. McCoy & M. E. Sarhan
Agriculture Marketing: Systems, Coordination, Cash and Future Prices, Wayne Purcell
CATTLE FAX Internet page
Kansas State University Farm Management Guides

X. METHODS OF ASSESSMENT:

Methods of assessing the general course outcomes and the specific course competencies include tests, daily work, class attendance, and participation.
SCCC Outcome #1 will be assessed and measured by class participation and developing a marketing plan for the case farm assignment.
SCCC Outcome #3 will be assessed and measured by breakeven assignments, Mock trades, and development of the case farm.
SCCC Outcome #4 will be assessed and measured by the daily assignments giving scenarios and the student providing acceptable responses.
SCCC Outcome #5 will be assessed and measured by computer assignments due, and Internet assignments.
SCCC Outcome #7 will be assessed and measured by participation in outreach programs provided by the Cooperative Extension Service.

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.