

Department:

Agriculture

Course Description:

This introductory course will cover operations involved in the movement of agricultural commodities from the farmer to the consumer. The course will focus on the essential marketing functions of buying, selling, transportation, storage, financing, standardization, pricing, and risk bearing.

Course Competencies:

Upon completion of the course, the student should be able to:

1. List 12 different methods for marketing agriculture commodities.
2. Describe the basics of the futures market and explain how to perform the operation of making a hedge.
3. Identify the steps in the marketing process from when a raw commodity leaves the farm to when it reaches the consumer.
4. List the pros and cons of contracting farm commodities.
5. Develop a marketing strategy for various agriculture commodities using computer software to create basis charts.
6. Create graphs using data for both cash and future commodities and then print the graphs showing prices and basis on a spreadsheet.

Course Content:

- A. Introduction to Marketing
- B. Food Markets and Institutions
- C. Supply and Demand
- D. Changes in Food Markets
- E. Livestock, Grain Marketing, Government Involvement

Learning Assessments:

Course competencies will be assessed by use of a pre-test, unit tests, assignments, final exam, and a post-test.

Instructional Materials:

Marketing of Agricultural Products; Kohl, Uhl, 9th Ed.
Selected Handouts

**Guidelines for Requesting Accommodations Based on
Documented Disability or Medical Condition**

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students **must** complete the “Disabilities Self-Identification Form” at this link:
<https://highlandcc.edu/pages/disability-services>.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.