

CUMBERLAND COUNTY COLLEGE

Course: AG 201: Agricultural Marketing

Credits: 3

Prerequisites: RD 100, EN 060

Description: This course covers the practices used in the marketing of farm products. Principles of farm cooperatives, farm markets and stores, crop planning, methods of distribution, research procedures and marketing programs facing the farmer today will be discussed.

Learning Outcomes

At the completion of this course, students should be able to:

- Apply marketing principles may be applied to the marketing of agricultural commodities
- Describe the product chain of flow from the producer to the consumer
- Discuss the value chain in food marketing
- Analyze government-led initiatives to enhance consumer awareness of agricultural products
- Develop a marketing plan

Topical Outline

- Introduction to Food Marketing
- Agriculture and Food Markets
- Agriculture Production and Marketing
- Food Consumption and Marketing
- Food Processing and Manufacturing
- Food Wholesaling and Retailing
- The International Food Market
- Price And Market Analysis
- Competition in Food Markets
- Cooperatives
- Market Development
- Market Information
- Standardization and Grading
- Risk Management and Futures Market
- Government, Price, Income, and Marketing Programs
- Food Marketing Regulations

Text: none

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation.

Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) **BEFORE** withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.