



## **SYLLABUS: Applied Agricultural Marketing (AGBU 3923, Section 101) Fall 2025**

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### **Course Materials (required)**

- Agricultural Marketing and Price Analysis textbook (Waveland Press) , Second Edition, F. Bailey Norwood, Jayson L. Lusk, Derrell S. Peel, John M. Riley, ISBN 10: 1-4786-4690-X, ISBN 13: 978-1-4786-4690-7.
- Desire2Learn course site
- Commodity Challenge website
- Additional readings are posted to D2L
- Web base Agricultural news outlets
  - <https://www.morningagclips.com>
  - <https://www.agweb.com>

### **Course Description**

A broad view of real-world agricultural marketing; food markets and consumption; marketing functions and institutions; prices, competition, and marketing costs; functional and organizational issues; food marketing regulations; commodity marketing.

### **Learning Goals**

#### Dillard College of Business General Learning Goals

- Students will be effective at problem-solving and decision making by understanding the basic business fundamentals of the business environment.
- Students will 1) identify challenges businesses face today, 2) learn and hear from leaders who represent all the business disciplines, and 3) become familiar with the interrelatedness of business concepts by using a business simulation experience.
- Students will develop ethical reasoning skills in the business environment.
- Students will examine business ethics and social responsibility, detailing decision-making practices. The student will be able to define ethical dilemmas and ethical lapses; hypothesize ethical arguments; investigate, compare and evaluate the arguments for each alternative.
- Students will develop written and oral communication skills.
- Students will learn how to communicate effectively in writing by preparing resumes, reports, and written answers to quizzes. Students will also improve their oral communication skills in making a team presentation and becoming engaged in discussions with business leaders.
- Students will develop undergraduate inquiry and creativity through teamwork.
- Understand the influence of global and multicultural influences on the business environment.
- The student must be able to recognize and explain the environmental changes leading to the growth of international competition and free trade among nations.

#### Course Specific Learning Goals: After completing this course, students should be able to:

- Apply economic principles to the marketing of agricultural products.
- Define basic terminology associated with agricultural marketing/agribusiness activities
- Demonstrate a basic understanding of the nation's food marketing system.

- Identify the components and structure of agricultural markets.
- Explain the essential marketing functions of buying, selling, transporting, storing, financing, standardizing, pricing, and risk bearing.
- Develop applied knowledge and understanding of marketing problems to identify alternatives for the marketing of agricultural commodities/products.
- Expand and apply knowledge/experience in supporting industry areas such as agricultural mechanical systems, plant science, and animal science to develop technical awareness of agriculture and agricultural business.

## Course Policies

### Attendance Policy:

Students are expected to attend all class meetings for this course, following the university attendance policy. (See *Midwestern State University Undergraduate Catalog*, Vol. LXXV, No. 2, p. 88). Due to the nature of this course, you are allowed a maximum of four absences in this course, even though there are participation points deducted after you miss your second class. Once you exceed four absences, the professor has the right to drop you from the course. Each meeting of the class will run as scheduled. Therefore, as not to disturb the class, you are not to walk in and out of the classroom during class time except for an emergency. Cell phone activity (including texting) is prohibited.

### Quiz Policy:

Quiz questions will be based on class materials, assigned readings and current agricultural related events. No makeup quizzes will be allowed.

### Electronic Device Policy:

Please turn off or silence phones, handhelds, tablets, laptops, etc., during class. This includes the removal of ear buds/headphones. **Cell phone activity (including texting) is strictly prohibited.**

### Food and Beverage Policy:

Food and beverages of any kind are not permitted in classrooms at any time. However, food and beverages may be consumed in public areas of this building. This is a Dillard College of Business rule and is an effort to keep the Dillard Building beautiful.

### Syllabus Change Policy:

This syllabus is a guide for this course and is subject to change with advanced notice.

### File Submission Policy:

All files for this course will be submitted through our online component, Desire 2 Learn (D2L). Please do not submit any assignments directly to me unless you are specifically instructed to do so. Do not submit a Google Doc or link. More details on assignment submission can be found in assignment instructions.

### Late Work Policy:

Late work is generally not accepted for any reason. Students have the opportunity to submit papers early.

### Other Course Policies:

- The instructor cannot provide technical supports to a student's hardware/software problems other than making sure that the provided course material is in working order. For problems related to D2L, please check link to MSU Distance Education or contact the University at [distance.ed@mwsu.edu](mailto:distance.ed@mwsu.edu).
- Students have the responsibility to check regularly the course pages on D2L for new postings and course material. New material for the coverage of each exam will be posted over time.

### Americans with Disabilities Act

This class follows the guidelines suggested by the Disabilities Support Office for those students who qualify for disability services. For more information, see *Midwestern State University Undergraduate Catalog*.

### Campus Carry Statement

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately

marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at <https://mwsu.edu/campus-carry/rules-policies>.

### Copyright Notice

The class materials associated with this course are provided to facilitate student learning and are protected by the United States copyright laws. Dissemination or sale of any class material (including the World Wide Web) is not permitted. Students should abide by these restrictions. The class materials are the publisher's copyright.

### Class Participation:

Most of the class sessions will be discussion-oriented with ample opportunity for students to provide input to those discussions. An essential characteristic of successful students is the ability to verbally communicate ideas and thoughts. Participation will be a part of your grade and is directly contingent on your involvement in class discussions. Furthermore, everyone should be motivated to develop this characteristic since it is so important in the professional world. If you have a question, please ask it!!

**\*NOTE:** Student tendencies towards high quality class participation could be used in consideration for a better grade if you only miss a higher score by a narrow margin.

### Etiquette/Communication Courtesy

Students are expected to follow rules of common courtesy in all email messages, class discussions, lecture hall posts, chats, etc. If any communication is considered to be inappropriate or offensive, it will be forward to the Chair of the department and the online administrators and appropriate actions will be taken.

### Academic Integrity

With regard to academic honesty, students are referred to the "Student Creed" (See the Student Handbook). Plagiarism will not be tolerated. Any student who plagiarizes on any written assignment will receive a 0 for the assignment and/or course and be referred to the Dean of Students for further disciplinary action.

**\*NOTE:** Exam policies are related to academic integrity and can also be stated in the first page of the test.

### Correspondence:

All official correspondence regarding class issues must be conducted in person or by email. Grades will be posted on D2L and on MSU Banner. Student grades or class standing will not be discussed over the phone or by emails. Since email is often the most convenient means of communication, it is recommended that students use and regularly monitor their email account.

Students are highly encouraged to link your D2L email with your preferred email account, so the messages sent through D2L will be forwarded to your preferred email. To do this,

- Log in to D2L.
- Click on your name on the right upper corner of the screen.
- Click on "account settings".
- Click on "email".
- Check "Forwarding incoming messages to an alternate email account" and enter your email in the box.
- Click on "save and close".

### Deadlines

Technology and electronic communication are not always totally reliable - emails get lost, servers disconnect temporarily, files get corrupted, etc.... DO NOT WAIT until the last hour to do homework/online quizzes. Reply and check for replies on every email sent and received. All students are responsible for checking deadlines on D2L and for submitting the work on time. Any emails regarding homework issues during the last 8 hours prior to the deadline will not be responded to.

### Classroom Decorum

- Free discussion, inquiry, and expression are encouraged in this class.
- Classroom behavior that interferes with either (a) the instructor's ability to conduct the class or (b) the ability of students to benefit from the instruction is not allowed.
- Doing another class assignment is not allowed. The student must focus on this class only.

- Routinely entering class late or departing early is not allowed. This will cause the student to lose his/her attendance.
- Use of laptop computers, iPad, or other electronic devices is not allowed in this class. These devices must be turned off unless notified by instructor otherwise.
- Wearing hood or cap is not allowed in this class.
- Use of cellular phones is not allowed in this class. Cellular phones must be turned off and away from your desk. In the event of a situation that a student legitimately needs to carry a cellular phone to class, prior notice and approval of the instructor is required.
- Wearing headphones is not allowed. If the instructor believes the student is wearing a hooded sweater to hide headphones, the student will be asked to remove the hood from his/her head.
- Repeatedly talking in class without being recognized, talking while others are speaking, or arguing in a way that is perceived as "crossing the civility line" is not allowed.
- The first time a student violates any of these rules, the instructor will give the student a verbal warning. The second time a student violates any of these rules, the instructor will ask the student to leave the room and a 20-point penalty on the final score will be assessed.
- Classroom behavior which is deemed inappropriate and cannot be resolved by the student and the faculty member will be handled as per the Code of Student Conduct as shown in the Student Handbook.
- A 20-point penalty on the student's final score will be assessed for violating each of these rules.

#### Professionalism Statement from the Dillard College of Business Administration

The faculty, staff, and students of the Dillard College of Business Administration are committed to being a "professional" in our words, conduct, and actions. The qualities of a professional include:

A commitment to the development of specialized knowledge:

- Competency in analytical, oral and written communication skills
- Self-discipline
- Reliability
- Honesty and integrity
- Trustworthiness
- Timeliness
- Accountability for words and actions
- Respect for others and other cultures
- Politeness and good manners
- A professional image (professionals look professional)
- An awareness of their environment and adaptability to different settings
- Confidence without arrogance
- A commitment to giving back to your community

#### Desire2Learn

This is the online learning platform for the course. Students are expected to check this website for important course information, course documents, and correspondence from the instructor multiple times per week.

#### Exams, Coursework, Grading and Evaluation

In order to help students to keep track of their progress toward the course objectives, the instructor for this class will provide a Midterm Progress Report on WebWorld of the students that are at risk of earning an D or an F in this class. Midterm grades will not be reported on the students' transcript; nor will they be calculated in the cumulative GPA. They simply give students an idea of where they stand at the midpoint of the semester. Students earning below a C at the midway point should see the instructor as soon as possible to discuss strategies (e.g., tutoring) that can contribute to earning a better grade.

### **Personal Biography Essay**

Each student will be required to write a short personal biography with a portrait photo of yourself. The assignment will be submitted using the D2L web-based platform. Specific instructions will be presented will be available on the D2L class site.

## Chapter Quizzes

Students will have approximately one week to complete a 10-question multiple-choice quiz on the chapter material. The quiz will cover information from both in-class discussions and assigned readings. Once you start the quiz, you will have 15 minutes to finish and submit your answers.

Please be sure to attend class regularly, check D2L for important announcements, and actively participate in class discussions. If there are more than 9 quizzes given, the lowest scores will be dropped. **Please note that there will be no make-up quizzes.**

## Homework

Along with quizzes, there will be a reading assignment posted, problem sheets and commodity challenge weekly progress reports due as homework assignments on D2L. These are designed to help you better understand the material being presented. If there are more than 14 homework assignment grades given during the semester, the lowest scores will be dropped.

## Exams

Exams will be given using the online testing tools available on the D2L platform. On-line testing will require to use online proctoring software such as Respondus or a similar software. Students will also be required to have a webcam on the computer where exams are conducted.

There will be three midterm exam and an optional comprehensive final exam. The exams' structure can include definitions, problems, and multiple-choice questions. Students may use a calculator to solve some problems in the exams, however only non-programmable calculators will be allowed (i.e. TI-30X IIS calculator).

If you miss an exam without prior approval from the instructor, please do not expect a makeup exam. With prior consent, you may take a makeup exam during the week of finals if you wish. If you anticipate a valid reason for missing an exam, please inform the instructor in advance by email. An unexcused absence from an exam will result in a score of zero on that exam and may be compensated for by counting your final exam in its place with my approval, and a 20% penalty on that exam's score will be assessed.

The exam dates are noted in the Tentative Course Schedule in this syllabus. The instructor can change the exam dates if it is necessary. Any changes in those dates will be announced as soon as possible and posted prominently on D2L.

## Applied Professional Development/Networking

Professional networking is vital for career success because it offers diverse opportunities, knowledge sharing, skill development, emotional support, visibility, collaboration chances, and access to decision-makers. It aids in career progression, provides industry insights, and enhances personal branding by fostering meaningful relationships.

Full participation in at least one AgBU Business and Industry tour is required for this course.

A professional interview alternative assignment option will be available for students who are unable to join the AgBU Business and Industry tour due to conflicts that are associated with being enrolled in this on-line course.

To receive full credit for the Professional Development/Networking component of this course, whether you participated in the AgBU tour or completed the alternative assignment, you must write a handwritten thank-you note or card on professional stationery using blue or black ink. These notes should be mailed (USPS) to the presenters or interviewees you spoke with during this assignment. Additionally, a scanned copy of the completed thank-you note must be uploaded to D2L for the assignment to be considered complete.

More detailed instructions will be available on the D2L class site.

## Commodity Challenge:

Commodity Challenge is a mobile-friendly online trading game featuring real-time cash, futures, and options quotes for corn, soybeans, and wheat. Commodity Challenge is free. To use the Commodity Challenge, participants must register and joined the assigned game on the Commodity Challenge website

- Each student will participate in the Commodity Challenge grain trading simulation in two different ways; in a guided practice game to learn how to take action in the commodity market and complete assigned marketing tasks, and as a corn buyer supporting the livestock or dairy industry.
- Students will be responsible for the following instructions in the guided practice scenario and activity participating in implementing marketing strategies for each buying or sell scenario.
- At the end of the Buyers Scenario Commodity Challenge each student will be required to submit a final commodity challenge report. More details will be posted on D2L and presented in class.
- In the buyer scenario, the student with had the lowest corn purchasing balance and staying within scenario's stated budget at the end of the challenge that didn't overstock corn or underfeed their livestock will receive 10 bonus points. In comparison, the second-highest student will receive 8 points, and the third-highest student will receive 5 points.

## Grading Element:

Student performance will be assessed using the following elements:

Element	Point
Personal Biography Essay (Desire2Learn)	20
Chapter Quizzes (9 @ 15 points each)	135
Homework ( 14 @ 10 pt each)	140
Exam 1	50
Exam 2	50
Exam 3	50
Final Commodity Challenge Buyers Report	75
Class Attendance/Participation	30
Applied Professional Development/Networking	50
Total Point Available without the final	600
Final Exam (Optional)	75
Total Point Available with the final	675

Grades will be determined based on the total points earned. Letter grades are allocated according to the following scale:

Letter Grade	% pt available	Points Earned (No Final Exam)	Points Earned (with Final Exam)
A	90%	600 - 540	675 - 607.5
B	80%	539 - 480	606.5 - 540
C	70%	479 - 420	539 - 472.5
D	60%	419 - 360	471.5 - 405
F	< 60%	< 360	< 405

## Course Flow

Please keep this syllabus as a reference! Students are responsible for all information contained in the syllabus and for any changes to the syllabus, which are announced in class or on D2L. Typically, the class schedule adheres closely to the original syllabus. However, the use of guest speakers and class attendance to special events put some schedule uncertainty into the mix. Thus, expect some schedule changes as the course progresses.

## Content and Outline - AGBU 3923 Section 201 Applied Agricultural Marketing

Please understand this is only a guideline, and details may change!

Week #	Day	Date	Topic	Class Schedule Note	Complete &/or Submit
1	T	26-Aug	Syllabus/Introduction/Commodity Challenge	CC Ch 2	
	TH	28-Aug	Introduction to Futures and Options Market	Text Ch 1 & CC Sec I, Ch 1	Join CC - MSU Texas Fall 2025 Practice
	F	29-Aug			Complete HW 1 - CC Practice Game
2	T	2-Sep	Introduction to Futures and Options Market	CC Sec I, Ch1, 2 & 3	Complete HW 2 & 3 - CC Practice Game
	TH	4-Sep	Futures Markets and Commodities Traded	CC Sec I, Ch 4,5 & 6	Complete HW 4 - CC Practice Game
	F	5-Sep			Quiz 1 and Person Bio Assignment Due
3	T	9-Sep	Carrying Charge and Market Basis	CC Sec I, Ch 7 & 8	Join CC - MSU Texas Fall 2025 Buyers
	TH	11-Sep	Basic Pricing Tools	CC Sec II, Ch 9, 10, 11, 12	
	F	12-Sep			Quiz 2 & Submit CC HW 5 - Buyer Report Week 1
4	T	16-Sep	Basic Pricing Tools	CC Sec II, Ch 9 - 14	
	TH	18-Sep	Basic Pricing Tools	CC Sec II, Ch 9 - 14	
	F	19-Sep			Quiz 3 & Submit CC HW 6 - Buyer Report Week 2
5	T	23-Sep	Advance Pricing Tools (Options)	CC Sec III: Ch 13-17	
	TH	25-Sep	Advance Pricing Tools (Options)	CC Sec III: Ch 13-17	
	F	26-Sep			Quiz 4 &- Submit CC HW 7 - Buyer Report Week 3
6	T	30-Sep	Review Exam 1		
	TH	2-Oct	Exam 1		
	F	3-Oct			Submit CC HW 8 - Buyer Report Week 4

<b>Week #</b>	<b>Day</b>	<b>Date</b>	<b>Topic</b>	<b>Class Schedule Note</b>	<b>Complete &amp;/or Submit</b>
7	T	7-Oct	Agricultural Prices	Text, Ch 4	
	TH	9-Oct	Agricultural Prices	Text, Ch 4	
	F	10-Oct			Quiz 5 & Submit CC HW 9 - Buyer Report Week 5
8	T	14-Oct	Food Marketing Channels	Text, Ch 5	
	TH	16-Oct	Food Marketing Channels	Text, Ch 5	
	F	17-Oct			Quiz 6 & Submit CC HW 10 - Buyer Report Week 6
9	T	21-Oct	Managing Price Through Futures Markets	Text, Ch 8	
	TH	23-Oct	Managing Price Through Futures Markets	Text, Ch 8	
	F	24-Oct			Quiz 7 & Submit CC HW 11 - Buyer Report Week 7
10	T	28-Oct	Managing Price Through Futures Markets	Text, Ch 8	
	TH	30-Oct	Exam 2		
	F	31-Oct			Submit CC HW 12 - Buyer Report Week 8
11	T	4-Nov	Forecasting for Supply Chain Management	Text, Ch 9	
	TH	6-Nov	Forecasting for Supply Chain Management	Text, Ch 9	
	F	7-Nov			Quiz 8 & Submit CC HW 13 - Buyer Report Week 9
12	T	11-Nov	Strategic Price Setting	Text, Ch 11	
	TH	13-Nov	TBA		
	F	14-Nov	AGBU Tour		Quiz 9 & Submit CC HW 14 - Buyer Report Week 10
13	T	18-Nov	Consumer Behavior	Text, Ch 13	
	TH	20-Nov	Consumer Behavior	Text, Ch 13	
	F	21-Nov			Quiz 10 & Submit CC HW 15 - Buyer Report Week 11



<b>Week #</b>	<b>Day</b>	<b>Date</b>	<b>Topic</b>	<b>Class Schedule Note</b>	<b>Complete &amp;/or Submit</b>
14	T	25-Nov	No Class (Independent Study - Final CC Report)		
	TH	27-Nov	No Class - Thanksgiving		
15	T	2-Dec	Review Exam 3		Final CC Report on Due D2L
	TH	4-Dec	Exam 3		AGBU Tour Thank you Notes or Alt Assignment Due
16	T	9-Dec	Final Exam (Optional)		