



## Dillard College of Business Administration

SYLLABUS: Applied Agricultural Marketing

AGBU 3923 Section 201, Spring Semester 2024

Tuesday/Thursday 9:30 – 10:50 AM

Dillard Building, Room 329

### Contact Information

Instructor: Tony Dunkerley

Office hours: By Appointment

Office Number: Dillard Building 296

Office Phone: (940) 397-2868

Email: [tony.dunkerley@msutexas.edu](mailto:tony.dunkerley@msutexas.edu)

*If you need to email me, please do so at the email address listed above,  
NOT the email within D2L.*

### Course Materials

- Desire2Learn course site
- Commodity Challenge website
- Additional readings are posted to D2L
- Commodity Challenge website

### 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.

### *COVID Related Updates:*

Students may wear facemasks while in the Dillard Building at all times, except when making a class presentation. We'll maintain at least 6' social distancing at all times in the classroom. If you are feeling ill (no matter how minor), please do not attend the physical classroom session and instead attend class via the Zoom live stream. With an approved official university notification of absence, I will to live stream our class session.

### *Requirements for the live stream:*

Please make sure your Zoom name reflects your name. Students must be logged into the Zoom live stream no later than three minutes past the scheduled class start time. You must be dressed as if you are attending class. Students arriving later than three minutes after the class has begun may not be granted access to the stream. Students must remain logged in the entire time with their camera on. If a student's camera is off and/or they are not actively taking notes and participating, the student will be counted absent from the course that day. Additionally, the instructor will call on students participating via live stream just as much as people in the classroom. Failure to unmute and speak promptly will result in a loss of participation due to not being "present and participating."

Class streams will not be recorded or available to view later.

### *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 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.

Student 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

**Exams:** There will be two midterm exams (100 points each) and an optional comprehensive final exam (100 points) that can be used to replace one of the two midterm exams. 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). Expect all exams to be conducted in person. Opportunities to take exams online will be at the discretion of the instructor. If an exam is conducted remotely, exam procedures will be followed as outlined in the course remote exam monitoring policies as posted on D2L.

Any exam missed without prior approval from the instructor will not be made up. 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 the instructor's 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 as well as being announced in class.

**Homework and Quizzes:** There will be a minimum of 5 quizzes corresponding to the information covered during the semester. Quizzes and Homework will be completed through the D2L website. There will be no makeup assignments under any circumstances. Students are responsible for having an appropriate internet connection and for completing all quizzes by the required deadline. Always allow for an adequate amount of time for completing each assignment and do not procrastinate. Missing a quiz means earning zero credits.

In order to help students to keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report on WebWorld for any student that is at risk of earning a 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. Midterm grades 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.

### **Professional Development/Networking/AGBU Tours**

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 schedule AgBU Business and Industry tour is required for this course.

If official university business prevents you from joining the AgBU tour, complete three alternative business-related professional development events this semester. Submit proposals for approval one week prior to the final tour.

Students participating above the required expectation in regard to professional development/networking will be eligible for up to 10 point bonus credit.

Specific instructions will be presented in class and available on the D2L class site.

- **Note:** Any student action that detracts, diminishes, or undermines the integrity and/or professional reputation of the University, course instructor, sponsoring organization, or another student will not be tolerated. Such actions could cause a student to earn zero credits for the assignment or the course.

**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 to play

- Each student will participate in the Commodity Challenge grain trading simulation in three different ways; in a guided practice game to learn how to take action in the commodity market and complete assigned marketing tasks, as a producer with grain to sell, 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.
- In the buyer scenario, the student with had the lowest corn purchasing balance 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 5 points, and the third-highest student will receive 3 points.

**Marketing Plan Written & Oral Presentation:** This project is designed to help students develop practical skills used in the agricultural marketing process by creating an integrated production and marketing plan that is realistic, practical, and usable.

Students will be assigned an actual local agri-business, either an existing or start-up enterprise, that serves the community and decides on the marketing plan's product or service.

This marketing plan project will serve as an Exam 2 for this class.

**Grading Element:** Student performance will be assessed using the following elements:

Element	Possible Points
5 - Quizzes	100
5 - Homework	75
Commodity Challenge – Practice Game	25
Commodity Challenge – Buyer Simulation	100
Mid-Term Exam	100
Applied Professional Development/Networking/AGBU B&I Tour	60
Business/Marketing Plan Final Presentation	100
General Class Attendance/Participation	65
Final Exam Score (optional)	100

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 without Final Exam	Points Earned with Final Exam
A	90%	625 - 562.5	725 - 652.5
B	80%	561.5 - 500	651.5 - 580
C	70%	499 - 437.5	579 - 507.5
D	60%	436.5 - 375	506.5 - 435
F	< 60%	< 375	< 435

### **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 Notes and Due Dates
1	M	15-Jan	NO CLASSES	National Holiday - MLK Day
	W	17-Jan	Class Intro and Intro to Futures	
	F	19-Jan	XX	
2	M	22-Jan	Introduction to Commodity Challenge Trading Simulation	
	W	24-Jan	Standardized terms for futures contracts	
	F	26-Jan	XX	CC Quiz Due on D2L
3	M	29-Jan	Intro to Commodity Challenge buyers simulation game	
	W	31-Jan	Carrying charges in grain markets/ USDA WADSE	
	F	2-Feb	XX	CC Quiz Due on D2L/ CC Buyers Decisions
4	M	5-Feb	Grain and Livestock Basis	
	W	7-Feb	Grain and Livestock Basis	
	F	9-Feb	XX	CC Quiz Due on D2L/ CC Buyers Decisions
5	M	12-Feb	Margins	
	W	14-Feb	Intro to options	
	F	16-Feb	XX	CC Quiz Due on D2L/ CC Buyers Decisions
6	M	19-Feb	Buying and put options to establish a minimum price	
	W	21-Feb	Buying call options to establish a maximum price	
	F	23-Feb	XX	CC Quiz Due on D2L/ CC Buyers Decisions
7	M	26-Feb	TBA	
	W	28-Feb	Exam 1	
	F	1-Mar	<b>AGBU Tour 1 - Nocona Leather &amp; Legendiary</b>	CC Buyers Decisions
8	M	4-Mar	Understanding Livestock Markets	
	W	6-Mar	Understanding Livestock Markets	Submit AGBU B&I Tour Thank you notes
	F	8-Mar	XX	CC Buyers Decisions
8	M	11-Mar	No Classes	Spring Break
	W	13-Mar	No Classes	Spring Break
	F	15-Mar	No Classes	Spring Break / CC Buyers Decisions
10	M	18-Mar	Tools for Option Analysis	
	W	20-Mar	Tools for Option Analysis	
	F	22-Mar	<b>AGBU Tour 2 - TSCRA Convention &amp; Superior Livestock</b>	CC Buyers Decisions
11	M	25-Mar	Identifying business and marketing concepts	
	W	27-Mar	Exam 1	Submit AGBU B&I Tour Thank you notes
	F	29-Mar	Easter Break	CC Buyers Decisions
12	M	1-Apr	Writing business and marketing plans	

	W	3-Apr	Organization and Management	
	F	5-Apr	XX	CC Buyers Decisions
13	M	8-Apr	Market and Sales Analysis	
	W	10-Apr	Market and Sales Analysis	
	F	12-Apr	<b>AGBU Tour 3 - Tyson Foods/Wright Brand Bacon &amp; Manard Egg</b>	CC Buyers Decisions
14	M	15-Apr	Financial or Funding Projections	
	W	17-Apr	TBA	Submit AGBU B&I Tour Thank you notes
	F	19-Apr	XX	CC Buyers Decisions
15	M	22-Apr	Economic Variability and Risk Management	
	W	24-Apr	TBA	
	F	26-Apr	XX	CC Buyers Game Final Report Dues
16	M	29-Apr	Final Presentation	
	W	1-May	Final Presentation	
	F	3-May	XX	
	M	6-May	Final Exam (optional)	

AGBU 3923 - Ag Marketing