DEPT.  AGRI  COURSE NUMBER:  2252

NUMBER OF CREDITS:  2  Lecture:  2  Lab:  0  OJT  0

Course Title:
Economic Principles of Agricultural Marketing

Catalog Description:
Economic Principles of Agricultural Marketing is designed for students to explore the macro marketing system in agriculture. Studies include market models, marketing functions, market utility, International markets, price discovery, supply & demand, and futures markets.

Prerequisites or Necessary Entry Skills/Knowledge:
None

FULFILLS MN TRANSFER CURRICULUM AREA(S)
Goal 1: Communication:_____by meeting the following competencies:

Goal 2: Critical Thinking:_____by meeting the following competencies:

Goal 3: Natural Sciences:_____by meeting the following competencies:

Goal 4: Mathematics/Logical Reasoning:_____by meeting the following competencies:

Goal 5: History and the Social and Behavioral Sciences:_____by meeting the following competencies:

Goal 6: The Humanities and Fine Arts:_____by meeting the following competencies:

Goal 7: Human Diversity:_____by meeting the following competencies:

Goal 8: Global Perspective:_____by meeting the following competencies:

Goal 9: Ethical and Civic Responsibility:_____by meeting the following competencies:

Goal 10: People and the Environment:_____by meeting the following competencies:
### Topics to be Covered
- Micro/Macro Views of marketing
- Supply and Demand of Agriculture Commodities
- Market Structures
- Marketing Functions
- Price Determination
- International Markets
- Quality and Grading in Markets
- Price Discovery System
- Flow of Commodities
- Advanced Marketing Alternatives

### Student Learning Outcomes
- Explain the micro and macro views of marketing
- Compare the different market structures in agriculture.
- Explain biological timing of marketing.
- Compare technical verses fundamental approaches to marketing
- Apply price changes to supply and demand shifts.
- Identify the functions of utility in agriculture marketing.
- Compare domestic and international markets for agriculture commodities
- Describe the impacts of free trade.
- Explain the grading system for agriculture commodities.
- Describe a price discovery system.
- Explain the distribution and transportation of agriculture commodities.
- Compute hedging, options, and basis trades.

### Is this course part of a transfer pathway:  Yes ☐ No ☒