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.
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<thead>
<tr>
<th>Explain biological timing of marketing.</th>
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<td>Compare technical verses fundamental approaches to marketing</td>
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<td>Apply price changes to supply and demand shifts.</td>
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<td>Identify the functions of utility in agriculture marketing.</td>
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<td>Compare domestic and international markets for agriculture commodities</td>
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<td>Describe the impacts of free trade.</td>
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<td>Explain the grading system for agriculture commodities.</td>
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<td>Describe a price discovery system.</td>
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<td>Explain the distribution and transportation of agriculture commodities.</td>
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<td>Compute hedging, options, and basis trades.</td>
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**Is this course part of a transfer pathway:** Yes ☐ No ☒

Revised Date: 6/2021