I. **TITLE:**

Agricultural Marketing and Price Analysis

II. **CATALOG DESCRIPTION:**

A study of the nature of food and fiber consumption and demand, production and supply of farm products, marketing margins and price determination for specific agricultural commodities.

Prerequisites: AGR 130 is required. ECO 231 and MAT 120 are very helpful.

III. **PURPOSE:**

The purpose of this course is to help students understand how to develop a marketing strategy to reduce price risk and improve profitability.

IV. **COURSE OBJECTIVES:**

AGR 336 involves three primary objectives:

A. First: a study of market fundamentals that determine commodity prices. Special emphasis will be placed upon the futures market as the one location where forces of supply and demand are reflected in relative prices.

B. Second: the application of technical analysis to futures and cash prices.

C. Third: students will combine fundamental and technical analysis into a marketing plan.

V. **CONTENT OUTLINE:**

A. Framework for analyzing a market economy
B. Marketing tools
C. The futures markets: focal point in commodity marketing
D. Price determination: market fundamentals
E. Technical price analysis
F. Pricing strategy
G. Basis: the economics of when and where to sell
H. Livestock marketing
I. 73—day crop marketing and profit-maximizing livestock hedging
VI. **INSTRUCTIONAL ACTIVITIES:**

Activities will center around selected lecture topics, lots of student interaction with the instructor and other students, and the development of supplemental materials to support course learning.

VII. **FIELD AND CLINICAL EXPERIENCES:**

None

VIII. **RESOURCES:**


B. Simple, four function calculator.

IX. **GRADING PROCEDURES:**

Tests and Scoring:

A. Top 3 out of 4 hour exams @ 100 points each 300 pts

B. Top 5 quiz scores @ 20 points each 100 pts

C. Comprehensive final to include supplemental material 150 pts

D. Attendance – 5 pts deducted for each class missed for any reason.
   Points may be regained by preparing a two-page typed, double spaced paper on a topic assigned by the instructor. 100 pts

Total: 650 pts

Grading Scale:

A = 90%

B = 80%

C = 70%

D = 60%

E = <60%

X. **ATTENDANCE POLICY:**

Please refer to the most current copy of the Murray State University’s Undergraduate Bulletin and Graduate Bulletin.

XI. **ACADEMIC HONESTY POLICY:**

(Adopted by the MSU Board of Regents)
Cheating, plagiarism (submitting another person’s material as one’s own), or doing work for another person which will receive academic credit are all impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the
Unauthorized copying of examinations, assignments, reports, term papers, or the presentation on unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

NOTE: The School of Agriculture Faculty have adopted and implemented an Academic Honesty Policy in addition to the University Honesty Policy, which can be found in the current Undergraduate Bulletin and Graduate Bulletin. The policy sets guidelines regarding acts of dishonesty and the procedure to follow should an event occur. It is each Agriculture student’s responsibility to obtain and read a copy of this document. The School’s Academic Honesty Policy can be obtained by asking for a copy from any Agriculture Faculty member or the Secretary.

XII. TEXT AND REFERENCES:

See number VIII above.

XIII. PREREQUISITES:

AGR 130 is required. Eco 231 and Mat 120 are very helpful.

XIV. COMPETENCYs:

A. Understand how supply and demand form the basis of the American economic system.
B. Acquire background information about the origin of the Chicago Board of Trade and the Chicago Mercantile Exchange.
C. Understand how to use futures markets for hedging, options trading and price forecasting.
D. Understand how to develop a commodity pricing strategy.

XV. STATEMENT OF AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY:

Murray State University endorses the intent of all federal and state laws created to prohibit discrimination. Murray State University does not discriminate on the basis of race, color, national origin, gender, sexual orientation, religion, age, veteran status, or disability in employment, admissions, or the provision of services and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities equal access to participate in all programs and activities. For more information, contact Sabrina Y. Dial, Director of Equal Opportunity, Murray State University, 103 Wells Hall,
XVI. MSU SCHOOL OF AGRICULTURE CELL PHONE POLICY

The School of Agriculture recognizes that in today’s world cell phones are a familiar and often necessary form of communication for students.

It shall be the policy of the School that no cell phone usage shall be allowed in class and/or labs without the prior consent of the course instructor. This shall include verbal calling, incoming calls, email, text messaging, and use of cell phone calculators on tests and quizzes.

Cell phones must be kept off and out of sight (i.e. secured to a person’s belt or kept in a bag or purse away from desks and lab counters).

Should a student’s cell phone be visible, ring, or other form of unauthorized usage that is interruptive to the class or lab, the student may be asked to leave class and not return for that class/lab period.

Upon prior consent of the instructor, a student may obtain permission to have their phone on in case of an emergency or in critical family situations.

This policy also includes pagers and other electronic equipment such as blackberries and/or computers/laptops.