I. **TITLE:**

Agricultural Sales and Marketing

II. **CATALOG DESCRIPTION:**

A course designed to enhance the students’ abilities to sell agriculturally related products. An emphasis is placed on agricultural customer and market knowledge and the skills required to satisfy customer needs. Students are required to contact and spend time with agricultural sales professionals.

III. **PURPOSE:**

To develop and enhance students’ knowledge of agricultural sales.

IV. **COURSE OBJECTIVES:**

A. To acquaint students with the importance of selling to the success of an agribusiness.
B. To acquaint students with the importance of solving customer problems and creating customer satisfaction.
C. To introduce students to relationship selling.

V. **CONTENT OUTLINE:**

A. Introduction to agribusiness marketing.
B. Role of selling in the financial success of the agribusiness firm.
C. What is selling and how people buy.
D. Customer value and your role.
E. Effective selling skills.

VI. **INSTRUCTIONAL ACTIVITIES:**

A. Classroom Activity- brief lectures, discussion and group activities.
B. Assignments- written and oral.
VII. **FIELD AND CLINICAL EXPERIENCES:**

Classroom presentations by selected agricultural sales people and student role-playing to demonstrate selling techniques.

VIII. **RESOURCES:**

A. Text  
B. Study guides  
C. Class handouts

IX. **GRADING PROCEDURES:**

A. Best 2 of 3 exams at 100 each  = 200 points  
B. Top 5 quizzes @ 20 points each  = 100 points  
C. Producer profile analysis & sales call strategy = 50 points  
D. Sales presentation = 50 points  
E. Comprehensive final exam = 100 points  
F. Attendance-five points will be deducted for each class missed. These points may be regained by writing a two page paper on a topic assigned by the instructor.  = 100 points  

TOTAL: 600 points

Letter grades will be assigned as follows:

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:**


XIII. **PREREQUISITES:**

None

XIV. **DISABLED STUDENTS:**

Students requiring special assistance due to a disability should contact the instructor as soon as possible.

XV. **COURSE CHANGES:**

The instructor reserves the right to modify course content or classroom procedures. Any modifications to this syllabus will be clearly announced in class.

XVI. **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, Murray, KY 42071-3318. Telephone: 270-809-3155 (voice), 270-809-3361 (TDD).
XVII. **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.