

**AEC 305-001: FOOD AND AGRICULTURAL MARKETING PRINCIPLES
FALL 2011 (9:30-10:45, 227 CEB)**

Instructor: Dr. William (Will) M. Snell
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Phone: 257-7288,
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Office Hours: I do not have set office hours. You are welcome at anytime, but given my travel schedule, it is best to email to schedule an appointment.

Teaching Assistant: Laura Powers, 414 Charles E. Barnhart Bldg, email: laura.powers@uky.edu

Course Description: Analysis of the market's role in determining prices and coordinating productive activities in the food and agricultural systems.

Class Website: www.uky.edu/Classes/AEC/305-001

Prerequisites: ECO 201

Textbooks: *Principles of Agricultural Marketing*, 6th edition, Roger Brown, (available at Johnny Print)
Economics of Agricultural Markets, Ronald Schrimper, (optional)

Grading:	Assignments	100 points (20%)
	Exam #1	100 points (20%)
	Exam #2	100 points (20%)
	Exam #3	100 points (20%)
	Final Exam (12/12/11 @ 10:30am)	100 points (20%)

Attendance: Attendance reflects your commitment to this course and your dedication in preparing yourself for a career. I expect you to attend class and know that from past experience that attendance in this class and grades are highly correlated. Due to the size of this class, attendance will not be taken on a regular basis. However, periodically unannounced assignments will be given during class, with no make-ups for students with unexcused absences. University approved excused absences (i.e., serious illness, illness or death of family member, University-related trips, religious holidays) must be approved via email, prior to the class period(s) missed. A doctor's note will be required for missing class related to any illness.

Grade Scale:	A:	450 to 500 points (90-100%)
	B:	400 to 449 points (80-89.9%)
	C:	350 to 399 points (70-79.9%)
	D:	300 to 349 points (60-69.9%)
	E:	Less than 300 points (below 60%)

Note: AEC majors must receive a grade of "C" or better in AEC 305 to fulfill graduation requirements.

Exams: Exams will consist of a variety of questions – multiple choice, true-false, short answer, and application-oriented/problem solving questions. The final exam is comprehensive.

Assignments Students will be expected to keep a typewritten journal which will be turned in electronically with various assigned journal entries. Assignments turned in one class period late will be assessed a 10% penalty, with a 25% penalty if submitted two class periods late. No assignments will be accepted beyond two classes past the due date.

Grades/Class Info: All grades and class information (syllabus, assignments, old exams, class presentations) will be posted on Blackboard

Make-ups: Exam make-ups will be allowed in only unique circumstances that are approved in advance by the instructor. Students should inform the instructor promptly via email if they are requesting that an excused absence be considered by the instructor.

Email Updates: Students are strongly encouraged to monitor their official UK email account for information related to course assignments, class agenda, and lecture review/notes.

Learning Objectives:

- To appreciate the importance and the complexity of the agricultural and food marketing system.
- To understand the functions, characteristics, institutions, and emerging trends of the changing U.S. and global food and agricultural marketing systems.
- To apply economic theory and analytical tools to understand the market forces that affect commodity and food prices and to be able to use these tools to evaluate various markets, prices, and marketing issues.
- To know how prices in various markets are discovered and determined and to be able to assess the role market prices play in coordinating economic activities within the food and agricultural marketing system.
- To describe how different types of market structure affect market conduct and market performance for selected food and agricultural industries.
- To understand the role and effects of government policy and regulation in food and agricultural marketing.
- To learn about the growing importance and challenges of the international ag/food markets and factors impacting current U.S. trade trends.

Student Expectations:

- Attend class
- Participate in class discussion
- Turn assignments in on time
- Be courteous and respectful to instructor and classmates
- Learn and enjoy the class!

Cheating/Plagiarism:

The minimum penalty for either of these offences is an "E" in the course. Students should be aware of University policies related to these issues in Sections 6.3.0 - 6.3.2 of Student Academic Affairs located online at www.uky.edu/StudentAffairs/Code/part2.html. For more details on plagiarism, go to: www.uky.edu/Ombud/Plagiarism.pdf.

Disabilities:

If you are a student with a disability, please inform me during the first week of this class. Any student with a disability and needs classroom or exam accommodations should contact the [Disability Resource Center](http://www.uky.edu/StudentAffairs/DisabilityResourceCenter) at 257- 2754. University guidelines can be found online at www.uky.edu/StudentAffairs/DisabilityResourceCenter