

**Course Code:** AGB 133

**Course Title:** Introduction to Agricultural Marketing and Standards

**Department:** Agricultural Technologies

**Effective Date:** Summer 2026

**PCS Code:** 1.2 - Occupational/Technical Instruction

**CIP Code:** 01.0101

**Repeatability:** 0

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## Credit Hours

**Catalog Notation:** 2-2-3

**Credit Hour Distribution:**

Lecture: 2

Lab: 2

Clinical: 0

**Total: 3**

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## General Course Information

### Catalog Description

Survey of approaches to marketing agricultural products; implications for the producer, consumer, processor, and government; use of grain grading and standardization equipment.

### General Course Objectives

- To provide students with the principles of marketing agricultural products relative to basic economic theory, from production to the ultimate consumer.
- Understand the grading and standards of basic agricultural commodities and be able to grade grain.

### Minimum Placement Levels

English	Reading	Math
Placement out of ENG 098	Placement out of CCS 098	Placement into MAT 060

### Prerequisites

None

### Methods of Evaluation

The minimum methods of evaluation include: 1 midterm exam, 10 quizzes, 2 projects and reports, presentations, 1 demonstration, and 1 final exam.

### Instructional Materials and Additional Supplies

The Agricultural Marketing System, by Rhoades, Duave, and Parcell. Mizzou Publishing. Current edition.

## Course Content

### General Learning Outcomes (GLOs)

- Reasoning and Inquiry: Students will demonstrate the ability to solve problems using deductive reasoning and logic, quantitative reasoning, or the scientific method.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

### Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Introduction to Agricultural Marketing Programs	<ol style="list-style-type: none"> <li>Describe the expectations of the course.</li> <li>Define the concept of marketing.</li> <li>Describe the functional, institutional, and behavioral systems approaches to marketing.</li> </ol>	2	2	0
Understanding Consumers of Agricultural Products	<ol style="list-style-type: none"> <li>Identify those factors that cause consumers to buy.</li> <li>Explain how the distribution of population and income and related growth patterns affect consumer decisions to buy.</li> <li>Interpret data found in the form of statistics, tables, graphs, and charts.</li> <li>Explain individual differences in food consumption.</li> <li>Describe the effects of imports and exports.</li> </ol>	4	2	0
Understanding the Production of Agricultural Commodities	<ol style="list-style-type: none"> <li>Describe the basic production unit of agricultural commodities.</li> <li>List the characteristics of a given agricultural product.</li> <li>List and explain factors which cause variations in the production of several given agricultural products.</li> <li>Describe the difficulty of adjusting agricultural production to changing conditions.</li> </ol>	4	2	0
The Food Processing Industry	<ol style="list-style-type: none"> <li>Describe the food processing industry.</li> <li>List three major problems that food processors always face, and explain how they affect individual firms.</li> <li>Explain why food processors are considered agents-of-change.</li> <li>Diagram the structure of wholesale-retail food distribution channels.</li> </ol>	2	2	0
Wholesaling, Retailing, and Integration	<ol style="list-style-type: none"> <li>Visit a wholesale operation, and describe it with regard to type of operation, structure, size, and position.</li> <li>Describe the relationships between retailers and wholesalers.</li> <li>Visit a food retailer, and describe it with regard to structure, size, problems encountered, labor-saving devices, and competition.</li> <li>Explain the implications resulting from growth of the chain stores.</li> <li>Define and contrast vertical integration and horizontal integration.</li> </ol>	4	4	0
The Cost of Marketing, the Exchange Function, and Price Discovery	<ol style="list-style-type: none"> <li>Chart the increase of value for products from one firm to the next.</li> <li>Explain why there is a difference between what a farmer receives for their products and what a consumer pays for those products.</li> <li>Use a supply and demand model to explain how prices for agricultural products are determined.</li> </ol>	4	2	0
How Agricultural Prices are Determined and the Influence of the Government	<ol style="list-style-type: none"> <li>Explain where price is ultimately determined, and list the reasons to support those assumptions.</li> <li>Contrast the market behavior of agricultural prices with those of non-agricultural prices.</li> <li>Relate the law of supply and demand to actual agricultural prices.</li> <li>Explain both cyclical and seasonal price fluctuations.</li> <li>Explain a current price stabilization program sponsored by the government.</li> </ol>	4	6	0

<b>Course Segment</b>	<b>Learning Outcomes</b>	<b>Lecture Hours</b>	<b>Lab Hours</b>	<b>Clinical Hours</b>
Expanding the Demand for Agricultural Products and Using Farmer Bargaining Power	<ol style="list-style-type: none"> <li>1. Explain the merits and limitations of advertising to expand demand for agricultural products.</li> <li>2. Describe other methods currently being used to promote the consumption of agricultural products.</li> <li>3. Compare centralized marketing with decentralized marketing.</li> <li>4. Explain the implications of production integration.</li> <li>5. Relate farmer bargaining power, planned agricultural prices, and planned agricultural production.</li> </ol>	2	2	0
Market Information, Standardization, and Grain Grading Equipment	<ol style="list-style-type: none"> <li>1. List at least six sources of reliable market information for a given commodity, what type of information is in each, and where each source may be found.</li> <li>2. Explain the relationship of standardization with grading.</li> <li>3. Explain why standardization is important.</li> <li>4. Describe the role transportation plays in the marketing of agricultural products.</li> <li>5. Demonstrate proficiency in grading corn and soybeans.</li> </ol>	2	6	0
Storage of Agricultural Commodities and the Futures Market	<ol style="list-style-type: none"> <li>1. Explain the role of the storage function to the marketing of agricultural products.</li> <li>2. List the various forms of risk found in the marketing of agricultural products.</li> <li>3. Explain why the transfer of risk is important to our system of marketing agricultural commodities.</li> <li>4. Outline how the transfer of risk is accomplished using futures contracts.</li> <li>5. Utilize interactive software and web-based decision-making tools relating to futures contracts and risk management.</li> <li>6. Relate how our system of marketing affects our lifestyle.</li> </ol>	2	2	0

**Total Contact Hours**

<b>Lecture Hours</b>	<b>Lab Hours</b>	<b>Clinical Hours</b>
30	30	0