

Monday/Wednesday 2:00-4:00p.m. Walnut 111

Instructor: Dr. Amanda Countryman
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Office Hours: Monday and Wednesday each week from 2:00-3:00 p.m.*, or by appointment.

Course Description:

AREC 610 Agricultural Marketing and Demand Analysis is designed at the M.S. level for students in agricultural and resource economics to become familiar with the basic theory of agricultural and food markets and its empirical applications. Agricultural product marketing includes such diverse topics as supply/demand analysis, marketing margins, international markets, prices across space, time, and form, implications of changes in market structure, etc. The primary objective of the course is to initiate students into the practice of reading and conducting applied agricultural marketing research. Students will have opportunities to use logic and critical thinking skills, while integrating economic theory with applied problem solving.

Course Organization:

1. Consistent **class attendance** has a strong, positive correlation with student learning and academic performance. Since there is no required textbook for this class, a complete set of class notes is a valuable learning asset during the course.
2. Class periods will emphasize lectures and class discussions regarding agricultural marketing and demand analysis.
3. All assigned, graded work is due on the announced date and time. No late homework will be accepted.
4. Make-up exams are not allowed.

Student Evaluation:

I use a standards-based grading system where final grades will be as follows:

A = 94-100%; A- = 90 – 93%; B+ = 88 – 89%; B = 84-87%; B- = 80–83%;
 C+ = 78–79%, C = 74-77%; C- = 70-73% D= 60-69%; F = <60%.

Assessment Design (subject to change, as deemed appropriate by the instructor)	% of Grade
Homework Assignments and Participation	35%
Research Paper and Presentation	35%
Final Exam	30%

Optional Textbook: Tomek, W.G., and H.M. Kaiser. *Agricultural Product Prices*, 5th Ed. Ithaca, NY: Cornell University Press

Homework Assignments and Participation: There will be weekly homework assignments throughout the course that are designed to introduce analytical and empirical methods. Students will be required to lead the discussion of assigned journal articles in the classroom. Presentations should include discussion of the article’s problem statement, contribution, methods and results and prepare any summary materials that may aid in the discussion.

Research Paper and Presentation: The instructions will be discussed in a separate handout.

Exam: One examination will be offered. This exam will be comprehensive.

Tentative Course Outline AREC 610

1. Introduction to Agricultural Marketing
 - a. Food Market System
 - b. Unique Problems of Agricultural Marketing
2. Demand for Agricultural Products
 - a. Consumer and Market Demand
 - b. Derived Demand
 - c. Demand Elasticities and Related Coefficients
 - d. Measuring Demand
3. Supply Relationships in Agriculture
 - a. Producer and Market Supply
 - b. Supply Elasticities
 - c. Measuring Supply
4. Imperfect Competition, Market Structure, & Market Analysis
 - a. Monopoly
 - b. Imperfect Competition
 - c. Vertical Coordination and Contracts
5. Price Differences and Variability
 - a. International Markets
 - b. Marketing Margins
 - c. Price Differences Related to Quality
 - d. Price Differences Across Space
 - e. Price Differences Through Time

Course Withdrawal: If you decide to withdraw from this course you must notify the instructor prior to nonattendance in classes and execute drop or withdrawal procedures in accordance with CSU guidelines: <http://registrar.colostate.edu/registration-changes>

Special Needs and Accommodations: Students who need special accommodation or services should contact Resources for Disabled Students <http://rds.colostate.edu/>. You must register and request that RDS send me official notification of your accommodations needs as soon as possible. Please meet with me by appointment or during office hours to discuss accommodations and how course requirements and activities may impact you. *The need for accommodations must be documented properly with CSU.*

Student Code of Academic Integrity: Students are encouraged to share intellectual views and discuss freely the principles and applications of course materials. However, while group work on assignments is encouraged, graded work/exercises must be the product of independent effort (unless otherwise instructed). This course will adhere to the CSU Academic Integrity Policies and Guiding Principles as found in the General Catalog:

<http://www.catalog.colostate.edu/Content/files/2012/FrontPDF/1.6POLICIES.pdf>

and the Student Conduct Code: <http://www.conflictresolution.colostate.edu/conduct-code>

At a minimum, violations will result in a grading penalty in this course and a report to the Office of Conflict Resolution and Student Conduct Services. **Cheating and plagiarism are not tolerated.**