

ACE 222: Agricultural Marketing Fall 2016

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Teaching

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Suggested ACE 100 - Economics of Resources, Agriculture, and Food; or
Prerequisites: Econ 102 – Microeconomic Principles

NOTE: *This course is the prerequisite for ACE 428, taught by Professor J. Cruz. Concurrent registration in ACE 222 and ACE 428 is NOT RECOMMENDED without prior consent of Professor Cruz.*

Location: 149 National Soybean Research Center

Time: 2:00 pm to 3:20 pm, Tuesdays and Thursdays

Textbook: **NOTE: There is no required textbook for this course. You do not have to buy a text book.** The textbook used previously for this course is out of print. Three copies of that textbook are on Reserve in the ACES Library if you want to look at it, but most students will not need to do so. That text is Marketing of Agricultural Products, Ninth Edition; by Richard L. Kohls and Joseph N. Uhl.

Course

Content: This course is an introduction to agricultural marketing. The organization, functions, trends, and problems of the food marketing system will be discussed. Economic behaviors of the producers, middlemen, and consumers who make up that system will be explored. The role of prices, the price discovery system, market competition, and particularly the futures and options markets will be considered. This is an introductory survey course in agricultural marketing and is intended to provide a practical introduction to the topics listed above.

Format: This is a lecture-discussion course. Discussion is encouraged; please feel free to ask questions about the topic we are discussing. If you have a question about something, it is very likely some of your classmates have the same question. You are encouraged to ask questions before, during, and after class as well as by email.

Office Hours: My office hours are in 429 Mumford, Mondays 2:30 to 3:30 pm. You are also welcome to email me to arrange an appointment to see me. On most class days, I will have time after class to answer questions here in the classroom as well.

Our TA Cory Castaneda will have office hours also; time and location will be on Compass.

Website: There is a Compass 2g site for this course. If you are properly enrolled, you should have access. Please verify immediately that you can access the ACE 222 website. Starting on the fourth class meeting on 9/1/16, you will need to print power point slides posted on the site and bring them to class in order to correctly fill in the blanks during class, or do so on your laptop. By doing this, you will build a study guide that will help you prepare for the exams.

Trading Project: Students will participate in a simulated futures market trading exercise using online software and each student will need to pay a fee to subscribe to the site. Each student will complete a number of trades and will turn in a summary of their trades and a brief description of their rationale for each trade. We will begin this exercise around the third week of class and complete details will be provided at that time. This exercise will conclude just before the Thanksgiving break.

Grading: Your grade will be determined by the following:

First Hourly Exam	14%
Second Hourly Exam	14%
Third Hourly Exam	14%
Fourth Hourly Exam	14%
Trading Project	14%
Online Quizzes*	15%
<u>Homework Assignments**</u>	<u>15%</u>
Total:	100%

Exams may be a combination of true/false and multiple choice questions.

*There will be six online quizzes and the best five scores will be used. The online quizzes will be taken on Compass and you'll have four to five days to complete each one. The first online quiz will be released on Compass around the first week of October.

**There will be six in-class homework assignments and the best five scores will be used. The in-class homework assignments can only be completed in class; makeups are not available. The dates of the in-class homework assignments will not be announced ahead of time.

The online quizzes and in-class homework assignments are intended to help you prepare for the exams.

Grading Scale:

Your weighted average score for the course will be rounded to the nearest whole number using Excel.

Unless I announce otherwise, the grading scale will be:

A+	97-100	B+	87-89	C+	77-79	D+	67-69
A	93-96	B	83-86	C	73-76	D	63-66
A-	90-92	B-	80-82	C-	70-72	D-	60-62
		F	below 60				

Tentative

Test Dates: September 22 First Hourly Exam
October 20 Second Hourly Exam
November 8 Third Hourly Exam
December 6 Fourth Hourly Exam (Last day of class.)

I reserve the right to change test dates depending on how the course is progressing. All changes will be announced in class.

Academic Integrity

The University of Illinois at Urbana-Champaign Student Code should also be considered as a part of this syllabus. Students should pay particular attention to Article 1, Part 4: Academic Integrity. Read the Code at the following URL: <http://studentcode.illinois.edu/> . Academic dishonesty may result in a failing grade. Every student is expected to review and abide by

the Academic Integrity Policy: <http://studentcode.illinois.edu/> . Ignorance is not an excuse for any academic dishonesty. It is your responsibility to read this policy to avoid any misunderstanding. Do not hesitate to ask the instructor(s) if you are ever in doubt about what constitutes plagiarism, cheating, or any other breach of academic integrity.

Students with Disabilities

To obtain disability-related academic adjustments and/or auxiliary aids, students with disabilities must contact the course instructor and the as soon as possible. To insure that disability-related concerns are properly addressed from the beginning, students with disabilities who require assistance to participate in this class should contact Disability Resources and Educational Services (DRES) and see the instructor as soon as possible. If you need accommodations for any sort of disability, please speak to me after class, or make an appointment to see me, or see me during my office hours. DRES provides students with academic accommodations, access, and support services. To contact DRES you may visit 1207 S. Oak St., Champaign, call 333-4603 (V/TDD), or e-mail a message to disability@uiuc.edu.
<http://www.disability.illinois.edu/>.

Attendance:

Although I will not take attendance at each class meeting, **attendance at each and every class session is not only highly recommended, it is expected. IF YOU DO NOT PLAN OR EXPECT TO ATTEND CLASS REGULARLY, YOU SHOULD NOT TAKE THIS COURSE.**

THE SINGLE MOST IMPORTANT THING YOU CAN DO TO ENSURE YOUR SUCCESS IN THIS CLASS IS TO ATTEND EVERY CLASS PERIOD.

You are expected to attend all meetings of this class. You will be responsible for the material that you miss; therefore, it is important that you make arrangements with someone you trust to obtain copies of any class notes.

You may not miss an exam for any reason except a medical or family emergency. An official excuse must be obtained from the Dean of Students Office. If you have questions about what constitutes an acceptable excuse, you may check the **Handbook of Policies and Regulations Applying to All Students.**

Online: <http://admin.illinois.edu/policy/code/>

Miscellaneous

Items: Please observe common courtesies. This is a relatively large class. If you have something to discuss with a classmate, please do so in the hall. Please turn off cell phones, etc.

NOTE: All important announcements (changes in test dates, etc.) will be made in class and you are responsible for all information, problems, etc. presented in class. If you are unable to attend a class, you are responsible for securing this information from a classmate.

IMPORTANT NOTE: *All items on this Syllabus are subject to change.* Changes and additional announcements will be made in class as the semester progresses.

PLEASE TAKE THE TIME TO READ THE FOLLOWING, WHICH IS PROVIDED BY THE CHANCELLOR'S OFFICE:

General Emergency Response Recommendations

These recommendations are provided by the Office of Campus Emergency Planning. There are two basic methods to respond in emergencies that may affect persons on campus, and more specifically, individual buildings: Building Evacuation (**GET OUT**) and Shelter-In-Place (**STAY IN**).

ONLY FOLLOW THESE ACTIONS IF SAFE TO DO SO. When in doubt, follow your instincts - you are your best advocate!

Building Evacuation (GET OUT) — Action taken to leave an area for personal safety.

- Take the time to learn the different ways to leave your building **BEFORE** there is an emergency.
- Evacuations are mandatory for fire alarms and when directed by authorities! No exceptions!
- Evacuate immediately. Pull manual fire alarm to prompt a response for others to evacuate.
- Take critical personal items only (keys, purse, and outerwear) and close doors behind you.
- Assist those who need help, but carefully consider whether you may put yourself at risk.
- Look for **EXIT** signs indicating potential egress/escape routes.
- If you are not able to evacuate, go to an Area of Rescue Assistance, as indicated on the front page of this plan.
- Evacuate to Evacuation Assembly Area, as indicated on front page of this plan.
- Remain at Evacuation Assembly Area until additional instructions are given.
- Alert authorities to those who may need assistance.
- Do not re-enter building until informed by emergency response personnel that it is safe to return.

Shelter-in-Place (STAY IN) — Action taken to seek immediate shelter indoors when emergency conditions do not warrant or allow evacuation.

- Severe Weather
 - If you are outside, proceed to the nearest protective building.
 - If sheltering-in-place due to severe weather, proceed to the identified Storm Refuge Area or to the lowest, most interior area of the building away from windows or hazardous equipment or materials.
- Security Threat
 - If you cannot safely evacuate, find a secure area within your building to stay and await further information.
 - Assist those who need help, but carefully consider whether you may put yourself at risk.
 - Once within a safe place, attempt to secure the space (i.e.: lock doors, close windows/blinds).
 - If unable to lock the door, secure it by any means possible.
 - Remain quiet, unless making noise would be beneficial to your safety (i.e.: rescue recovery).
 - Without jeopardizing your safety, try to obtain additional clarifying information by all possible means, including the Illini-Alert Emergency Text Notification System.

Run > Hide > Fight

Emergencies can happen anywhere and at any time. It is important that we take a minute to prepare for a situation in which our safety or even our lives could depend on our ability to react quickly. When we're faced with any kind of emergency – like fire, severe weather or if someone is trying to hurt you – we have three options: Run, hide or fight.



Run

Leaving the area quickly is the best option if it is safe to do so.

- ▶ Take time now to learn the different ways to leave your building.
- ▶ Leave personal items behind.
- ▶ Assist those who need help, but consider whether doing so puts yourself at risk.
- ▶ Alert authorities of the emergency when it is safe to do so.



Hide

When you can't or don't want to run, take shelter indoors.

- ▶ Take time now to learn different ways to seek shelter in your building.
- ▶ If severe weather is imminent, go to the nearest indoor storm refuge area.
- ▶ If someone is trying to hurt you and you can't evacuate, get to a place where you can't be seen, lock or barricade your area, silence your phone, don't make any noise and don't come out until you receive an Illini-Alert indicating it is safe to do so.



Fight

As a last resort, you may need to fight to increase your chances of survival.

- ▶ Think about what kind of common items are in your area which you can use to defend yourself.
- ▶ Team up with others to fight if the situation allows.
- ▶ Mentally prepare yourself – you may be in a fight for your life.

Please be aware of persons with disabilities who may need additional assistance in emergency situations.

Other resources

- ▶ police.illinois.edu/safe for more information on how to prepare for emergencies, including how to run, hide or fight and building floor plans that can show you safe areas.
- ▶ emergency.illinois.edu to sign up for Illini-Alert text messages.
- ▶ Follow the **University of Illinois Police Department** on Twitter and Facebook to get regular updates about campus safety.