

Agricultural Product Marketing – AREC 510

Spring 2010

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- Class:** Clark C213; T TH 11-12:15
- Office Hours:** By appointment. I maintain an open door policy. However, it is a good idea to call or email first.
- Required Text:** Tomek, W.G., and K.L. Robinson. *Agricultural Product Prices*, 4th Ed. Ithaca, NY: Cornell, University Press.

Course Objectives:

This course is designed at the M.S. level for a student in agricultural economics to become familiar with the basic theory of agricultural markets and its empirical applications. Agricultural product marketing includes such diverse topics as supply/demand analysis, marketing margins, prices across space and time, market structures, etc. The main 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.

Grades:

Homework	25%
Group Project & Presentation	10%
Midterm Exam	20%
Research Paper	20%
Final Exam (Comprehensive)	25%

Academic Dishonesty:

Any form of academic dishonesty (cheating, plagiarism, forgery, etc.) will not be tolerated in this course. Any student found to have engaged in academic dishonesty will be dismissed from the class and receive a failing grade.

Tentative Course Outline AREC 510 – Spring 2010

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. Static and Dynamic Aspects of Demand
 - c. Speculative Demand
 - d. Derived Demand
 - e. Demand Elasticities and Related Coefficients

3. Supply Relationships in Agriculture
 - a. Theoretical Concepts
 - b. Elasticities
 - c. Changes in Supply

4. Price Determination
 - a. Perfect Competition
 - b. Monopoly
 - c. Oligopoly
 - d. Monopolistic Competition

5. Price Differences and Variability
 - a. Marketing Margins
 - b. Price Differences Related to Quality
 - c. Price Differences Across Space
 - d. Price Variation through Time
 - e. Futures Markets (time permitting)

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AREC 510: Agricultural Product Marketing

Spring 2010

Department of Agricultural and Resource Economics

Colorado State University

Student Survey

Name: _____ Email: _____

Department: _____

Degree Sought and Years in Program: _____

Previous Course Work (List graduate or highest level undergraduate courses):

Agricultural Economics _____

Economics _____

Statistics _____

Programming _____

Mathematics _____

List spreadsheet, statistical, and programming software with which you are familiar:
