

# AGRICULTURAL MARKETING

## Curriculum Content Framework

**Please Note: All assessment questions will be taken from the knowledge portion of these frameworks.**

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# Curriculum Content Framework

## AGRICULTURAL MARKETING

Grade Levels: 10, 11, 12

Course Code: 491060

Prerequisite: None

**Course Description:** This course covers the principles of agricultural marketing, including consumer demand and economic system fundamentals, functions and methods of marketing agricultural commodities, marketing agricultural industry inputs, legal and industry responsibilities, international marketing, marketing planning, and promoting and selling in agriculture.

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## Unit 1: Introduction to Agricultural Marketing 8 Hours

Terminology: Agribusiness marketing, Agricultural input, Agrimarketing, Balance of trade, Commodity, Consumer, E-commerce, International trade, Market, Marketing, Price (equilibrium price), Supply and Demand

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description
1.1 Define terms	1.1.1 Apply/Match terms to correct definition in context	Foundation Skills	Listening Reading	Receives and interprets verbal messages [1.2.8] Uses written resources (books, dictionaries, directories) to obtain factual information [1.3.23]
1.2 Describe the meaning and importance of agricultural marketing	1.2.1 List and explain fundamental terms, including market, marketing, agrimarketing, agribusiness marketing, and E-commerce	Foundation Skills	Listening	Comprehends ideas and concepts related to agricultural marketing [1.2.1]
	1.2.2 Identify the meaning and importance of consumers and consumer choices in agricultural marketing		Reading	Applies information and concepts derived from printed materials [1.3.3]
	1.2.3 List career opportunities in agrimarketing in the local community	Interpersonal Skills	Cultural Diversity	Respects others' personal values, cultures, and traditions [2.2.4]
		Personal Management	Career Awareness, Development, and Mobility	Explores career opportunities [3.1.6]
		Thinking	Seeing Things in Mind's Eye	Imagines the flow of work activities from narrative descriptions [4.6.1]
1.3 Discuss the nature of agricultural marketing in a free enterprise economy	1.3.1 Identify characteristics of free enterprise as related to agricultural marketing	Foundation Skills	Listening	Receives and interprets verbal messages [1.2.8]
	1.3.2 List and distinguish among agricultural inputs and agricultural products marketing		Reading	Comprehends written information for main ideas [1.3.7]
	1.3.3 Relate agricultural marketing and economic concepts of supply and demand, including price (equilibrium price)		Speaking	Organizes ideas and communicates oral messages to listeners [1.5.7]
	1.3.4 Investigate competition as a factor in the agricultural marketing process		Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]
		Interpersonal Skills	Coaching	Comprehends ideas and concepts related to agricultural marketing [2.1.1]

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description	
1.4 Examine the relationship of agricultural marketing and international trade	1.4.1 List major agricultural products involved in international trade	Foundation Skills	Listening	Comprehends ideas and concepts related to international trade [1.2.1]	
	1.4.2 Relate concepts of balance of trade with international agricultural marketing		Reading	Comprehends written information for main ideas [1.3.7]	
	1.4.3 Identify organizations and agreements that impact international agricultural trade		Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]	
	1.4.4 Compare and contrast free trade with the regulation of international trade	Personal Management Skills	Career Awareness, Development, and Mobility	Comprehends ideas and concepts related to international trade [3.1.3]	
1.5 Identify appropriate FFA activities and supervised experiences in agricultural marketing	1.5.1 List FFA activities related to agricultural marketing, including the marketing plan event	Foundation Skills	Listening	Evaluates oral information/presentation [1.2.2]	
	1.5.2 Participate in appropriate FFA career and personal development experiences	Interpersonal Skills	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
	1.5.3 Plan and/or expand supervised experiences in agricultural marketing		Teamwork	Works effectively with others to reach a common goal [2.6.6]	
	1.5.4 Keep records of FFA and supervised experience participation	Personal Management	Career Awareness, Development, and Mobility	Sets well-defined and realistic personal/career goals (short-term and long-term) [3.1.11]	
		Thinking	Knowing How to Learn	Uses available resources to acquire new skills or improve skills [4.3.4] Uses available resources to apply new skills [4.3.6]	

## Unit 2: Determining the Functions and Alternatives in Agricultural Marketing

### 10 Hours

Terminology: Assembling, Basis contract, Cash contract, Cash market, Cash price, Crop contract, Distribution, Economy of scale, “Farm to fork” traceability, Food safety, Futures, Futures contract, Grading, Infrastructure, Inspection, Marketing function, Processing, Vertical integration

<b>CAREER AND TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC AND WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description
2.1 Define terms	2.1.1 Apply/Match terms to correct definition in context	Foundation Skills	Reading	Uses written resources (books, dictionaries, directories) to obtain factual information [1.3.23]
2.2 Discuss agrimarketing functions	2.2.1 List and explain functions in the marketing of agricultural products, including exchange functions (buying and selling), physical functions (storage, transportation, and processing), and facilitating functions (grading/standardization, financing, risk bearing, and market information)	Foundation Skills	Listening	Comprehends ideas and concepts related to planning and starting an agribusiness [1.2.1]
	2.2.2 Identify the meaning and role of agricultural marketing infrastructure		Reading	Comprehends written information for main ideas [1.3.7]
	2.2.3 Trace an agricultural commodity from the farm producer to the final consumer		Science	Follows safety guidelines [1.4.15]
	2.2.4 Identify the importance of product safety in all agrimarketing functions	Personal Management Skills	Career Awareness, Development, and Mobility	Analyzes own knowledge, skills, and ability [3.1.2]
	2.2.5 Relate the meaning of “farm to fork” traceability	Thinking	Creative Thinking	Combines ideas or information in a new way [4.1.2]

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2.3 Discuss alternatives in marketing agricultural products	2.3.1 List characteristics that influence marketing alternatives, such as product perishability, need for processing, and location of production relative to consumers	Foundation Skills	Listening	Listens for content [1.2.3]
	2.3.2 List and explain marketing alternatives, including cash, delayed cash, cash contract, futures contract		Reading	Comprehends written information for main ideas [1.3.7]
	2.3.3 Interview an agricultural producer about marketing alternatives and prepare a brief oral report on your findings		Speaking	Asks questions to obtain information [1.5.4]
	2.3.4 Invite an individual involved with agricultural marketing to serve as a resource person and discuss approaches used in agricultural marketing		Writing	Applies/Uses technical words and concepts [1.6.4]
	2.3.5 Use the telephone directory or other resource to identify local agricultural marketing enterprises such as grain elevators, processing plants, livestock auctions, and road side stands	Interpersonal Skills	Negotiation	Assists in reaching a settlement/conclusion through compromise [2.5.1]
		Personal Management Skills Thinking Skills	Integrity/Honesty/ Work Ethic Creative Thinking	Follows established rules, regulations, and policies [3.2.5] Makes connections between seemingly unrelated ideas [4.1.6]

## Unit 3: Marketing Agricultural Commodities 10 Hours

Terminology: Agricultural commodity, Basis, Clearing corporation, Commodity, Exchange, Forward contract, Futures market, Hedging, Market analysis, Market price, Price quotation, Pricing, Risk, Risk management, Spot price

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description
3.1 Define terms	3.1.1 Apply/Match terms to correct definition in context	Foundation Skills	Reading	Uses written resources (books, dictionaries, directories) to obtain factual information [1.3.23]
3.2 Discuss the meaning and importance of agricultural commodity marketing	3.2.1 List examples of agricultural commodities and distinguish them from natural, manufactured, and financial commodities.	Foundation Skills	Listening	Receives and interprets verbal messages [1.2.8]
	3.2.2 Identify ways marketing functions are carried out with agricultural commodities.		Reading	Comprehends written information for main ideas [1.3.7]
	3.2.3 Trace an agricultural commodity produced in the local area through the marketing process.		Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
	3.2.4 Relate the role of standardization in agricultural commodity marketing and give examples, such as grain kernel uniformity, damage, foreign materials, and moisture content.	Interpersonal Skills	Coaching	Encourages others to develop personal and professional skills [2.1.2]
	3.2.5 Locate and use a grain shrinkage chart as related to price discount for high moisture and loss from over-drying.		Leadership	Encourages/Motivates members of a group or team [2.4.6]
		Personal Management Skills	Teamwork	Works effectively with others to reach a common goal [2.6.6]
			Career Awareness, Development, and Mobility	Comprehends ideas and concepts related to commodity marketing [3.1.3]

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3.3 Describe the development and operation of futures markets	3.3.1 Trace the history of the Chicago Board of Trade, Chicago Mercantile Exchange, Kansas City Board of Trade, and Minneapolis Grain Exchange.	Foundation Skills	Listening	Receives and interprets verbal messages [1.2.8]
	3.3.2 List and explain roles of futures markets, including price discovery, risk transfer, and investment medium.		Reading	Comprehends written information and applies it to a task [1.3.8]
	3.3.3 Identify how trading takes place on an exchange floor and in trading pits.		Speaking	Asks questions to obtain information [1.5.4]
	3.3.4 Identify hand signals for “buy” and “sell” as used in a trading pit.	Interpersonal Skills	Writing	Organizes information into an appropriate format [1.6.10]
	3.3.5 Review each day for a week the daily commodities futures price quotations from a newspaper or other source and write a short report on your observations.		Teamwork	Works effectively with others to reach a common goal [2.6.6]
	3.3.6 Relate the role of the clearing corporation at an exchange.		Personal Management Skills	Responsibility
		Thinking Skills	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description	
3.4 Discuss the use of futures markets with agricultural commodities	3.4.1 Identify the procedure a producer would follow in using futures marketing, including selecting a brokerage firm and an account executive and opening a futures account with the broker.	Foundation Skills	Listening	Evaluates oral information/presentation [1.2.2]	
	3.4.2 Explain the meaning and use of hedging and speculation.	Interpersonal Skills	Speaking	Constructs hypothesis [1.4.10]	
	3.4.3 Explain the meaning and importance of margins with a brokerage firm; also explain minimum margin.		Negotiation	Comprehends ideas and concepts related to problem solving [2.5.2]	
	3.4.4 Identify the types of orders, including "limit," "stop-loss," "spread," and "market if touched" orders.		Works to resolve conflict between two or more individuals [2.5.3]		
	3.4.5 Explain basis (basis price level) and compare it to market price level.	Teamwork	Works effectively with others to reach a common goal [2.6.6]		
	3.4.6 Arrange for a broker to serve as a resource person and explain hedging, speculation, and kinds of orders.	Personal Management Skills	Self Esteem	Comprehends the importance of a positive self-concept [3.5.1]	
3.5 Describe the transfer of risk using futures markets	3.5.1 Relate the importance of managing both product and price risks.	Foundation Skills	Arithmetic/ Mathematics	Calculates percentages, ratios, proportions, decimals and common fractions [1.1.10]	
	3.5.2 Explain the meaning and use of hedging to manage risk, including the use of cash and futures markets.	Thinking Skills	Listening	Listens for content [1.2.3]	
	3.5.3 Prepare a short written report on the transfer of risk through futures markets.		Reading	Comprehends written information for main ideas [1.3.7]	
	3.5.4 Make mathematics calculations to determine gains or losses from various marketing alternatives involving cash and futures marketing.		Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	
			Reasoning	Applies rules and principles to a new situation [4.5.1]	

## Unit 4: Meeting Legal and Industry Responsibilities 5 Hours

Terminology: Agricultural Marketing Service (AMS), Animal and Plant Health Inspection Service (APHIS), Export, Food and Drug Administration (FDA), Genetically-modified organism, Import, International Organization for Standardization (ISO), Marketing order, Port, Port of entry, Producer quality assurance programs, Tariff, World Trade Organization (WTO)

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description
4.1 Define terms	4.1.1 Apply/Match terms to correct definition in context	Foundation Skills	Reading	Uses written resources (books, dictionaries, directories) to obtain factual information [1.3.23]
4.2 Discuss common legal requirements that impact agricultural marketing	4.2.1 Identify Arkansas state laws that apply to agricultural marketing and the agencies involved in implementing provisions of the laws, including the Arkansas Agriculture Department.	Foundation Skills	Listening	Listens for long-term contexts. [1.2.7]
	4.2.2 Identify Federal laws and regulations that apply to agricultural marketing and the agencies responsible for implementing provisions of the laws, including those through the U.S. Department of Agriculture (USDA), Food and Drug Administration (FDA), and other agencies.		Reading	Identifies relevant details, facts and specifications [1.3.16]
	4.2.3 Investigate regulations and programs of the Agricultural Marketing Service (AMS) and the Animal and Plant Health Inspection Service (APHIS) and prepare a short written report.		Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]
	4.2.4 Identify the role of marketing orders on agricultural products in Arkansas and surrounding states, with emphasis on those in milk production.	Interpersonal Skills	Teamwork	Comprehends ideas and concepts related to legal requirements in agricultural marketing [2.6.1]
	4.2.5 Invite a qualified local government official to serve as a resource person and discuss legal aspects of agricultural marketing.	Personal Management	Integrity/Honesty/ Work Ethic	Follows established rules, regulations, and policies [3.2.5]
		Thinking Skills	Reasoning	Extracts rules and principles from written information [4.5.4]

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description	
4.3 Discuss common industry and association standards that impact agricultural marketing	4.3.1 List and explain producer quality assurance programs for various agricultural products, including the Beef Quality Assurance, Milk and Dairy Beef Quality Assurance Program, Poultry Quality Assurance Program, and Pork Quality Assurance Program.	Foundation Skills	Listening	Evaluates oral information/presentation [1.2.2]	
	4.3.2 Investigate and prepare a short written summary of the guidelines for producers to follow with quality assurance programs for specific products such as milk or pork.		Reading	Determines what information is needed [1.3.10]	
	4.3.3 Relate the role of producer/grower associations in agricultural marketing standards.		Writing	Summarizes written information [1.6.17]	
4.4 Discuss common international trade standards that impact agricultural marketing	4.4.1 List international organizations in agricultural marketing, including the World Trade Organization (WTO) and the International Organization for Standardization (ISO).	Personal Management Skills Thinking Skills	Organizational Effectiveness	Identifies characteristics desired by organization [3.3.6]	
			Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]	
			4.4.2 Investigate standards for grain, such as corn and soybeans, in international trade.	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
	4.4.3 Investigate the acceptance of products from genetically-modified organisms in international marketing and prepare a short oral report on your findings that includes your personal assessment.	Interpersonal Skills	Leadership	Participates in conversation, discussion, and group presentations [1.5.8]	
4.4.4 Identify steps followed in marketing a particular agricultural commodity, including transportation, grading, storage, handling, and manufacturing.	Personal Management	Integrity/Honesty/ Work Ethic	Directs individuals in the performance of a specific task [2.4.9]		
		Thinking Skills	Problem Solving	Follows established rules, regulations, and policies [3.2.5]	
				Demonstrates logical reasoning in reaching a conclusion [4.4.2]	

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement		Application	Skill Group	Skill	Description
4.5	Discuss education and service in agricultural marketing	4.5.1	Foundation Skills	Listening	Comprehends ideas and concepts related to education and service in agricultural marketing [1.2.1] Asks questions to obtain information [1.5.4]
		4.5.2		Speaking	
		4.5.3	Personal Management	Career Awareness, Development, and Mobility	Explores career opportunities [3.1.6]
		4.5.4			

## Unit 5: Marketing in Agribusiness 5 Hours

Terminology: Agricultural service, Agricultural supply, Channel of Distribution, Market-orientation, Marketing mix, Promotion

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description
5.1 Define terms	5.1.1 Apply/Match terms to correct definition in context.	Foundation	Reading	Uses written resources (books, dictionaries, directories) to obtain factual information [1.3.23]
5.2 Discuss the supplies and services marketed in an agribusiness	5.2.1 List and explain examples of supplies and services marketed by agribusinesses, including feed, seed, fertilizer, chemicals, tractors and implements, animal medicines, and consultant services.	Foundation Skills	Listening	Listens for content [1.2.3]
	5.2.2 Arrange for an agribusiness manager or owner to serve as a resource person and discuss marketing processes used by the overall agribusiness as well as with particular supplies and services.		Reading	Comprehends written information for main ideas [1.3.7]
	5.2.3 Make a case study of a local agribusiness to identify marketing processes.		Speaking	Asks questions to clarify information [1.5.3]
		Interpersonal Skills	Teamwork	Works effectively with others to reach a common goal [2.6.6]
		Personal Management Skills	Responsibility	Accepts responsibility for position [3.4.1]
		Thinking Skills	Problem Solving	Comprehends ideas and concepts related to agribusiness marketing [4.4.1]

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description
5.3 Describe differences and similarities of marketing agricultural inputs and agricultural commodities	5.3.1 Explain how agribusinesses are market-oriented (as compared to a production-oriented farm that focuses on efficiency of production).	Foundation Skills	Listening	Receives and interprets verbal messages [1.2.8]
	5.3.2 Identify marketing concepts in agribusiness, including the role of the customer, coordination within the agribusiness, and role of profit.		Reading	Draws conclusions from what is read [1.3.12]
	5.3.3 Explain marketing mix and identify the four variables within the mix: product, price, promotion, and channel of distribution.		Speaking	Asks questions to clarify information [1.5.3]
	5.3.4 Identify customers of the following agribusinesses and describe components of a marketing mix: feed mill, fertilizer dealer, farm tractor dealer, garden center, flower shop, and logging equipment dealer.		Writing	Completes form accurately [1.6.7]
		Interpersonal Skills	Teamwork	Works effectively with others to reach a common goal [2.6.6]
		Personal Management Skills	Integrity/Honesty/Work Ethic	Describes/Explains significance of integrity, honesty, and work ethics [3.2.4]
		Thinking Skills	Creative Thinking	Combines ideas or information in a new way [4.1.2]
5.4 Discuss the uncontrollable forces in agribusiness marketing	5.4.1 Identify and explain five uncontrollable forces in agribusiness marketing, including economic forces, structural forces, political forces, social forces, and technological forces.	Foundation Skills	Listening	Comprehends ideas and concepts related to uncontrollable forces in agribusiness marketing [1.2.1]
	5.4.2 Examine how the uncontrollable forces relate to agribusiness marketing.		Reading	Comprehends written information for main ideas [1.3.7]
	5.4.3 Invite the manager or marketing manager of an agribusiness to serve as a resource person and discuss how to cope with changes in the marketing environment.		Personal Management Skills	Integrity/Honesty/Work Ethic
		Thinking Skills	Problem Solving	See relationship between two or more ideas, objects, or situations [4.5.5]

## Unit 6: Developing Marketing Plans 12 Hours

Terminology: Action plan, Annual marketing plan, Evaluation, Market potential, Marketing expenses, Marketing objectives, Marketing plan, Marketing strategy, New product marketing plan, Research, Target market

<b>CAREER AND TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC AND WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description
6.1 Define terms	6.1.1 Apply/Match terms to correct definition in context.	Foundation Skills	Reading	Uses written resources (books, dictionaries, directories) to obtain factual information [1.3.23]
6.2 Discuss the kinds and purposes of marketing plans	6.2.1 List and distinguish kinds of marketing plans, including new product plans and annual plans.	Foundation Skills	Listening	Listens for content [1.2.3]
	6.2.2 List the purposes of a marketing plan, including guiding the marketing process, identify the target market, identify the marketing mix, allocate resources to market, and evaluate marketing accomplishments.		Reading	Draws conclusions from what is read [1.3.12]
	6.2.3 Invite a local agribusiness manager to discuss the use and importance of marketing plans.		Speaking	Organizes ideas and communicates oral messages to listeners [1.5.7]
	6.2.4 Review and orally critique a sample marketing plan.	Interpersonal Skills	Leadership	Conveys attitudes and values of group to others [2.4.3]
		Thinking Skills	Problem Solving	Comprehends ideas and concepts related to marketing plans [4.4.1]

<b>CAREER AND TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC AND WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
<b>Knowledge Statement</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>
6.3 Describe the components of a marketing plan and the process of developing such plans	6.3.1 List the major parts of a marketing plan, including analysis of the market, business proposition, action plan, budget, and evaluation.	Foundation Skills	Arithmetic/ Mathematics	Applies computation skills to marketing plan budget preparation [1.1.5]
	6.3.2 Explain the major question answered by (or purpose of) each part of a marketing plan.			Calculates dollar amounts [1.1.7]
	6.3.3 Identify the importance of research in preparing an analysis of the market and distinguish between primary and secondary research.		Listening	Receives and interprets verbal messages [1.2.8]
	6.3.4 Prepare a written marketing plan for a local or fictional agribusiness (small groups may be used). (Refer to guidelines of the National FFA Organization.)		Reading	Evaluates written information for accuracy, appropriateness, and style [1.3.14]
	6.3.5 Make an oral presentation of a sample marketing plan that includes appropriate visuals such as computer-based technology.		Speaking	Organizes ideas and communicates oral messages to listeners [1.5.7]
	6.3.6 Enter appropriate FFA activities for marketing plans.		Interpersonal Skills	Teamwork
	Produces neat, legible document from typewriter or computer [1.6.15]			
		Personal Management	Responsibility	Contributes to group with ideas, suggestions, and effort [2.6.2]
				Works effectively with others to reach a common goal [2.6.6]
				Pays close attention to details [3.4.8]

## Unit 7: Promoting and Selling in the Agricultural Industry 10 Hours

Terminology: Advertising, Cold call, Customer buying process, Display, Lead, Product features, Product knowledge, Promotion, Prospecting, Publicity, Sales resistance, Selling, Selling points, Selling process, Targeting

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description	
7.1 Define terms	7.1.1 Apply/Match terms to correct definition in context	Foundation	Reading	Uses written resources (books, dictionaries, directories) to obtain factual information [1.3.23]	
7.2 Discuss the importance and use of promotion in agribusiness	7.2.1 Explain the meaning, importance, and use of promotion in agribusiness.	Foundation Skills	Listening	Receives and interprets verbal messages [1.2.8]	
	7.2.2 Identify activities that may be used in promoting agribusiness products, including advertising, incentives, special events such as field days, literature, web sites, and training in how to use a product.		Reading	Comprehends written information for main ideas [1.3.7]	
	7.2.3 List ways promotion creates awareness of an agribusiness product or service.	Interpersonal Skills	Customer Service	Applies human relations skills in real-life situations [2.3.1]	
		Personal Management Skills	Career Awareness, Development, and Mobility	Comprehends ideas and concepts related to the promotion of agribusiness supplies and services [3.1.3]	

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application	Skill Group	Skill	Description	
7.3 Describe the importance and use of advertising in agribusiness	7.3.1 Explain the meaning and kinds of advertising used to promote supplies and services in agribusiness.	Foundation Skills	Reading	Identifies relevant details, facts, and specifications [1.3.16]	
	7.3.2 Identify the uses of displays in selling supplies and services such as seed, tractors, safety devices, herbicides, and bedding plants.		Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]	
	7.3.3 Sketch the design of a display promoting a local agricultural product.			Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11]	
	7.3.4 Sketch the layout of a newspaper advertisement that promotes a local agricultural product.		Writing	Applies rules of grammar, punctuation, capitalization, and spelling [1.6.3]	
	7.3.5 Role play a radio spot that advertises a local agribusiness or product, including recording and critiquing the spot.	Personal Management Skills		Completes form accurately [1.6.7]	
	Career Awareness, Development, and Mobility Self-Esteem		Develops skills to locate, evaluate, and interpret career information [3.1.4] Develops self-confidence by creating a resume' which promotes personal strengths/abilities [3.5.5] Presents positive image of personal attitudes and abilities [3.5.7]		

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement	Application		Skill Group	Skill	Description
7.4 Discuss selling in agribusinesses	7.4.1	Identify the meaning and use of selling in agribusiness.	Foundation Skills	Arithmetic/ Mathematics	Applies computation skills to calculate sales information [1.1.5]
	7.4.2	Relate selling to the customer buying process, including customer needs, facts supporting the product to the customer, finding a solution to a customer problem, and helping customers make the right choice.		Listening	Receives and interprets verbal messages [1.2.8]
	7.4.3	Outline the selling process used in agribusiness, including preparation, opening, presentation, closing, and follow-up.		Speaking	Applies/Uses technical terms as appropriate to audience [1.5.2]
	7.4.4	Role play a sales presentation to a customer, including overcoming objections.(Video record and critique the role play.)		Asks questions to clarify information [1.5.3]	
	7.4.5	Prepare and enter appropriate FFA activities related to agricultural sales.	Interpersonal Skills	Customer Service	Applies human relations skills in real-life situations [2.3.1]
			Personal Management Skills	Career Awareness, Development, and Mobility	Demonstrates face-to-face selling skills [2.3.3]
					Analyzes impact of work on individual and family life [3.1.1]

CAREER AND TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC AND WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge Statement		Application	Skill Group	Skill	Description
7.5	Describe personal traits that promote success in selling	7.5.1 List the personal traits of successful sales persons in agribusiness, including good communication skills, good product knowledge, focusing on the customer, being honest and truthful, and following up on sales.	Foundation Skills	Listening	Listens for content [1.2.3]
		7.5.2 Relate the role of product knowledge in successful selling.		Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5] Interprets nonverbal cues such as eye contact, posture, and gestures for meaning [ 1.5.6]
		7.5.3 Prepare a personal development plan that includes a profile of personal attributes related to selling and actions to take to improve on selling skills.		Customer Service	Establishes positive first impression with customers [2.3.4] Shows initiative and courtesy in meeting and working with customers [2.3.8] Works with customers to satisfy their expectations [2.3.9] Identifies education and training needed to achieve goals [3.1.8]
			Interpersonal Skills		Keeps one's word when it is given [3.2.6]
			Personal Management Skills	Career Awareness, Development, and Mobility Integrity/Honesty/ Work Ethic	

## **Glossary**

### **Unit 1: Introduction to Agricultural Marketing**

1. Agribusiness Marketing — an area of marketing that deals with marketing agricultural inputs (supplies and services)
2. Agricultural Input — supplies and services used in production agriculture
3. Agrimarketing — marketing the food and fiber products produced on farms and ranches; also known as agricultural marketing
4. Balance of Trade — the difference in monetary value of a nation's imports and exports
5. Commodity — agricultural products that can be traded, such as wheat, corn, and cattle
6. Consumer — users of goods and services; often considered to be the people who buy or use food and clothing—everyone
7. E-Commerce — buying and selling using the internet
8. International Trade — the exchange of goods and services among nations; trade across international boundaries
9. Market — the gathering together of people for the purpose of trade by purchase and sale
10. Marketing — the process of satisfying human demand by providing desired goods in the proper form at the proper time and place
11. Price (equilibrium price) — the amount of money a buyer will pay for a commodity, service, supply, or other tangible or intangible item
12. Supply and Demand — the interaction of buyer and seller in market relations to establish price

## Unit 2: Determining the Functions and Alternatives in Agricultural Marketing

1. Assembling — massing quantities of farm products from several producers; the delivery of farm products to a central location
2. Basis Contract — a type of contract that transfers basis risk and opportunity from the seller to the buyer; also known as a “fix price later” contract
3. Cash Contract — a type of contract that allows a seller to know the price to be received for a given quantity of a product
4. Cash Market — marketing actual products for payment without futures or other conditions existing; the market for a physical commodity
5. Cash Price — the price paid for a product at the time of delivery
6. Crop Contract — an agreement that specifies the quantity of a product that will be delivered or number of acres that will be in production
7. Distribution — physically moving goods to various locations in the marketing process
8. Economy of Scale — a condition in which larger quantities of products offer advantages associated with lower per unit fixed costs
9. “Farm to Fork” Traceability — through documentation and tracking, the ability to identify farms, agribusinesses, or others involved with each stage in the production of a product
10. Food Safety — assurance that food is wholesome and free of substances that cause illness or otherwise harm a consumer
11. Futures — contracts to buy and sell commodities for delivery some time the future on an organized exchange and subject to rules of the exchange
12. Futures Contract — a legally-binding agreement traded on a futures exchange by a buyer and seller to buy or sell a standardized product on a future date at a specified price, quality, and form of delivery
13. Grading — a marketing function to assure uniformity of products by quality, size, species, or other criteria
14. Infrastructure — the existence of facilities needed to market products such as roads, elevators, warehouses, trucks, processing plants, and other structures or equipment
15. Marketing Function — stages or categories of activities in the movement of food and fiber from farm to the consumer
16. Processing — the conversion of agricultural products to different forms, such as live beef animals into meat and harvested cotton into clothing
17. Vertical Integration — an approach in business ownership in which a firm owns or controls its suppliers and its buyers

## Unit 3: Marketing Agricultural Commodities

1. Agricultural Commodity — the products of farms and ranches that can be traded such as corn and wheat
2. Basis — on any given day, the difference between cash price and futures price for a particular commodity (cash price - futures price = basis)
3. Clearing Corporation — an entity in an exchange that matches trades between buyers and sellers
4. Commodity — a product that can be traded, including natural resources and agricultural products
5. Exchange — the process of buying and selling; commodity exchanges are entities where commodities are bought and sold
6. Forward Contract — a cash market transaction entered into by a buyer and a seller (producer) before a crop is produced
7. Futures Market — an established market where buyers and sellers can make contracts to receive or deliver a commodity in the future
8. Hedging — the establishment of a position opposite in the futures market from that in the physicals
9. Market Analysis — collecting information to determine if a product will sell
10. Market Price — the agreed upon amount paid by a buyer to a seller in the exchange of a product
11. Price Quotation — a statement of price
12. Pricing — the act of establishing a price
13. Risk — the possibility of a loss
14. Risk Management — taking steps to minimize the possibility of a loss
15. Spot Price — the prevailing cash price

## Unit 4: Meeting Legal and Industry Responsibilities

1. Agricultural Marketing Service (AMS) — an agency in the U.S. Department of Agriculture that provides standardization, grading, and market news for selected commodity programs, which include cotton, dairy, fruit and vegetable, livestock, seed, poultry, and tobacco
2. Animal and Plant Health Inspection Service (APHIS) — an agency in the U.S. Department of Agriculture that protects and promotes health of agricultural animals, plants, and other organisms
3. Export — to ship products to foreign countries
4. Food and Drug Administration (FDA) — a federal agency that is responsible for ensuring that foods are safe, wholesome, and sanitary (the FDA also ensures safety of medicines, cosmetics, and electronic products that emit radiation)
5. Genetically-Modified Organism — an unnatural organisms whose genetic makeup has been artificially altered
6. Import — products brought into a country from foreign countries
7. International Organization for Standardization (ISO) — a non-governmental network of the national standards institutes of 157 countries
8. Marketing Order — a legal instrument binding on handlers of certain agricultural products, such as fruits and vegetables, that regulates trade in to assure product quality and flow to the market
9. Port — a harbor place where ships take in or discharge cargo
10. Port of Entry — a place where a U.S. customs agent is placed and authorized to collect duties on imported materials
11. Producer Quality Assurance Programs — guidelines followed by farmers and ranchers to assure the production of quality products and promote consumer confidence in food safety
12. Tariff — a duty or tax imposed on imported products
13. World Trade Organization (WTO) — a global international organization dealing with the rules of trade between nations

## **Unit 5: Marketing in Agribusiness**

1. Agricultural Service — a non-tangible input used in production agriculture, such as veterinary care, crop consultants, and machinery repair
2. Agricultural Supply — a tangible input used in production agriculture, such as fertilizer, feed, and machinery
3. Channel of Distribution — the route through which a product moves between the first producer and final consumer
4. Market-Orientation — an agribusiness or other firm that exists to serve customers and maintains a customer focus throughout all employees and activities
5. Marketing Mix — four interrelated parts of a marketing program: product, price, promotion, and channel of distribution
6. Promotion — activities undertaken to gain sales of goods and services, including advertising, personal selling, and sales promotions

## Unit 6: Developing Marketing Plans

1. Action Plan — the marketing mix that will be used in a marketing plan
2. Annual Marketing Plan — a marketing plan prepared each year
3. Evaluation — in marketing, the process of determining the results of a marketing plan
4. Market Potential — the size of a potential market over a period of time
5. Marketing Expenses — funds needed to finance marketing activities
6. Marketing Objectives — components of a marketing plan that specify the ends or goals to be reached
7. Marketing Plan — a written statement prepared to guide the marketing process
8. Marketing Strategy — in a marketing plan, the narrative that explains how resources will be used to meet stated objectives
9. New Product Marketing Plan — a marketing plan prepared for a new product
10. Research — in developing a marketing plan, the careful and diligent investigation to gain knowledge about a market
11. Target Market — the group of customers to be reached in marketing

## **Unit 7: Promoting and Selling in the Agricultural Industry**

1. Advertising — the promotion of products or services using a variety of media such as radio, internet, circulars, and billboards to convey a message
2. Cold Call — in personal selling, the contact of a salesperson with a prospective customer without an appointment or any knowledge of the prospect's needs or interests
3. Customer Buying Process — a series of steps a customer consciously or unconsciously follows in deciding to make a purchase
4. Display — a visual presentation to promote products or services and build goodwill
5. Lead — a prospective customer who might have been suggested by another individual
6. Product Features — the physical characteristics and appearance of a product
7. Product Knowledge — being informed about a product, including features, performance, maintenance, or other characteristics
8. Promotion — seller-initiated efforts to communicate with potential customers to increase sales
9. Prospecting — in personal selling, the process of finding new customers
10. Publicity — mass media coverage of a product or business at no cost to the manufacturer or business
11. Sales Resistance — a customer's expressed objections or concerns about a product during the selling process
12. Selling — the process of exchanging goods or services for other valuables, including money
13. Selling Points — customer benefits that are the focus of an advertisement or sales presentation
14. Selling Process — a series of activities a salesperson would use in making a sale, including preparation, opening, presentation, closing, and follow-up
15. Targeting — in personal selling, the process of a salesperson identifying a prospective buyer and developing an individual selling plan; in advertising, the process of directing an advertisement to a particular audience