

CENTRAL HIGH SCHOOL

Ag Sales & Marketing

Bill Bretzman

COURSE SYLLABUS

Course Description:

This course is designed to develop students' knowledge and skills in the area of agribusiness operations. Instructional units include the organization and functions of agricultural businesses, agricultural business math, agricultural business procedures including microcomputer applications and human relations' skills, as well as sales-related duties. Another goal of this course is to increase student knowledge and skills in appropriate agricultural product and service areas indicated by regional and/or state labor market data. Because FFA and Supervised Agricultural Experience Programs (SAEPs) are integral components of this course, students are required to maintain SAEPs and will participate in activities of the FFA organization and will be required to be FFA members. Students will also be required to perform 6 hours of work outside of school in the Central FFA COOP Feed Store per semester.

Course Objectives:

Upon the successful completion of this course, students will be able to:

Explain and understand how to structure a business.

Develop a marketing plan.

Advertise a product or service.

Create a sales display.

Make a sales presentation to a potential customer.

Receive telephone orders.

Handle customer complaints.

Understand Supply and Demand Economic.

Calculate time value and future value of money.

Understand Risk management.

Keep financial records.

Understand and be able to apply for a loan.

Understand the concepts in investing.

Required Class Materials:

You are required to bring to class: paper, writing utensil, 3 ring binder, flash drive (or storage device). A simple calculator is also recommended.

Text: none

Course Outline:

1st Semester

2 wks – Agri-business in the Free Enterprise System
3 wks – Understanding Ag Business Structures
6 wks – Ag Sales
2 wks – Basic Economic Principles
3 wks - Customer Relations
2 wks – SAE

2nd Semester

2 wks – SAE recordkeeping
6 wks – Multimedia Advertising
3 wks – Web Design
4 wks – Commodity Marketing
2 wks – Marketing Plan
2 wks – Keeping and using records.

Major Assignments:

Sales Presentation- (Oct.)

Completion of Supervised Agriculture Experience record book (Jan. 15)

Work a minimum of 6 hours in FFA Co-OP per semester.

Ag Communication CDE – (April)

Grading:

Skyward Name	Category	Weight
Final Exam	1 st Semester -Ag Sales CDE/Coop Participation 2 nd Sem.-Ag Communications CDE/Coop Participation	15%
In-Class work	Assignments/Labs/Reports/Participation/Quizzes/Tests	75%
Homework	SAE & Recordkeeping	10%

Class Policies / Procedures / Expectations:

1. Students will be in their seat on time, with writing utensils, 3 ring notebooks, due assignments and any other materials needed for class that day.
2. Students will conduct themselves in a manner that allows everyone the right to a good learning environment.

3. Students shall leave materials and objects in the classroom and/or lab alone unless instructed or given permission to use them.
4. Students will participate in classroom and/or lab instruction and activities at all times.
5. Students will be dismissed from class when all materials are returned to proper storage area and teacher verbally dismisses them.
6. Students will confer with teacher if they feel all possible tasks have been completed.
7. Students' heads will be in an upright attentive position without the support of their arms and hands.
8. Students will contact me the day they return from an absence, to update student on missed classroom/lab/greenhouse activities.

Miscellaneous: FFA is an integral role of agriculture education. Students are automatically enrolled in FFA and are strongly encouraged to participate in as many activities as they have interest in.

Students must work outside of the classroom hours at the department cooperative. Student hours will be worked during regular coop hours (Tuesday 3:30-5:30 pm and Saturday 8:00 -11:30 am). Meeting the minimum hours required/semester will be reflected as 50% of the semester exam.

Instructor Contact:

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