

Econ 339X Agricultural Marketing

Spring 2010

Class meets Tuesday and Thursday 9:30-10:20 in Agronomy 2050

Lab meets Tuesday 2:10-4:00 to be announced in class and on class website

Class website: <http://www.econ.iastate.edu/classes/econ339/hart-lawrence/>

Professors

Chad Hart, 468 Heady Hall, chart@iastate.edu, 294-9911

John Lawrence, 468 Heady Hall, jdlaw@iastate.edu, 294-6290

Office hours by appointment

Guidelines and rules:

- No cell phones or texting in class or lab
- Lab attendance is required and is very difficult to reschedule
- Class attendance is recommended

Course objectives:

- Review of commodity value chain and market functions
- Understand spot market transactions for grain and livestock, dairy marketing and market orders and the role and functioning of forward and futures markets.
- Use futures, options, basis, insurance products and new generation marketing contracts in marketing and risk management decisions
- Design an integrated production and marketing plan for farms and agribusiness

Course reading and resource materials will be available on-line. A \$30/student course fee is required for participation in the market simulation project.

Grading:

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| • One mid-term and a final exam | 40% |
| • Futures and options trading simulation | 10% |
| • Marketing Plan due Dead week | 10% |
| • Four quizzes announced in class | 20% |
| • Home work assigned in Lab | 20% |