Course Objectives
1) Study the industrial organization of the agricultural marketing system and the market institutions that facilitate its functioning.
2) Analyze agricultural marketing problems and issues, applying the analytical process (theory, quantitative methods, etc.) used by economists in business or the public sector.
3) Review and critique relevant agricultural marketing literature.
4) Develop and improve your analytical and communication skills.

Procedures
1) A seminar approach will be used, with a significant emphasis on class discussion and student presentations, both informal and formal.
2) You are responsible for reading the assignments prior to class to enhance the quality of class discussion. When readings on a topic are split among class members, the person responsible for that article will prepare a summary of key points for other class members, and discuss their analysis of the article. The reading list and topics are subject to modification after consultation with class members.
3) You will write several papers analyzing practical marketing research problems associated with the topics being covered in the course, usually with the specific topics proposed by you and approved by the instructor. Typically, you will have two weeks to prepare each ~10 page paper. You will present a semi-professional 10-minute oral report on the highlights of your paper, answer questions on the paper, and be evaluated on content and presentation. The instructor and class members will offer suggestions for improving future presentations.
4) The class may be asked to develop papers on:
   a. The changing structure and organization of selected input or processing industries, or commodity chains;
   b. The marketing system of either a less developed or formerly centrally planned economy,
      either independently or as part of a team, but the specific focus and the way we will proceed will be determined with significant input from class participants.
5) One final exam, probably a take home exam.
Preliminary Grading Procedure
(negotiable)
Marketing research papers and presentations 50%
Class participation/discussion 25%
(based on quality and quantity)
Final exam 25%