Econ 339X  Agricultural Marketing

Spring 2011
• Class meets Tuesday and Thursday 9:30-10:20am in Carver 232
• Lab meets Tuesday 2:10-4:00pm at a location to be announced in class and on class website
• Class website: http://www.econ.iastate.edu/~chart/Classes/econ339/Spring2011/

Professors
• Chad Hart, 468E Heady Hall, chart@iastate.edu, 294-9911
• John Lawrence, 132 Curtiss Hall, jdlaw@iastate.edu, 294-7801
• 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:
• Understand the use of futures, options, and other tools in marketing and risk management decisions
• Understand the use of cash sales and contracts and the role of basis, storage, and transportation in determining prices
• Know the various sources of agricultural data information and the roles these data play within the commodity markets
• Understand the forces that shape commodity markets and learn about market/price forecasting
• Design an integrated production and marketing plan for farms and agribusiness

Course reading and resource materials will be available on-line.

Grading:
• Three exams 40%
• Two quizzes 10%
• Homework assignments 20%
• Marketing plan project and report 30%