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## SECTION HEADING

### AGRI 2252: Economic Principles of Agricultural Marketing

#### Description

Economic Principles of Agricultural Marketing is designed for students to explore the macro marketing system in agriculture. Studies include market models, marketing functions, market utility, International markets, price discovery, supply & demand, and futures markets.

#### Credits

2

#### Prerequisite

None

#### Corequisite

None

#### Topics to be Covered

1. Micro/Macro Views of marketing
2. Supply and Demand of Agriculture Commodities
3. Market Structures
4. Marketing Functions
5. Price Determination
6. International Markets
7. Quality and Grading in Markets
8. Price Discovery System
9. Flow of Commodities
10. Advanced Marketing Alternatives

#### Learning Outcomes

1. Explain the micro and macro views of marketing
2. Compare the different market structures in agriculture.
3. Explain biological timing of marketing.
4. Compare technical verses fundamental approaches to marketing
5. Apply price changes to supply and demand shifts.
6. Identify the functions of utility in agriculture marketing.
7. Compare domestic and international markets for agriculture commodities
8. Describe the impacts of free trade.
9. Explain the grading system for agriculture commodities.
10. Describe a price discovery system.
11. Explain the distribution and transportation of agriculture commodities.
12. Compute hedging, options, and basis trades.

#### Credit Details

Lecture: 2

Lab: 0

OJT: 0

MnTC Goal Area(s): None