

AEB 6363
AGRICULTURAL MARKETING
Spring Semester, 2007
(3 credits)

INSTRUCTOR: Richard Kilmer
G-113 McCarty Hall
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OFFICE HOURS: To be announced. I am in the office at other times of the day and you are welcome to drop by without an appointment. If you want an appointment, call or email me, or see me after class. I also respond to questions and comments by email.

SECRETARY: Vicki Jenkins
G-104 McCarty Hall
392-1881 (Ext 300)

TEXTBOOKS: Helmberger, Peter G. and Jean-Paul Chavas. *The Economics of Agricultural Prices*. 1996. (Digital format in Smather's Library Course Reserves).

PURPOSE: To introduce you to different marketing perspectives, to develop an understanding of economic theory relevant to agricultural marketing problems, and to introduce analytical models that may be used in agricultural marketing research.

EXAMINATIONS:	Exam 1	26%
	Exam 2	27%
	Exam 3	27%
	Homework	<u>20%</u>
		100%

GRADING:	90 - 100	-	A
	80 - 89.99	-	B+
	70 - 79.99	-	B
	60 - 69.99	-	C+
	50 - 59.99	-	C

COURSE WEB SITE: <http://www.fred.ifas.ufl.edu/~kilmer/>. Look here for old examinations and homework assignments.

EXAM SCHEDULE:

- | | |
|---------|----------------|
| Exam 1: | To be decided. |
| Exam 2: | To be decided. |
| Exam 3: | To be decided. |

ATTENDANCE POLICY: You are expected to attend class; however, attendance will not be taken.

RESOURCES AVAILABLE:

I hope to establish a class relationship and encourage dialog so that students feel comfortable discussing academic problems directly with me. In addition, resources are available on-campus for students having personal problems or lacking clear career and academic goals which interfere with their academic performance. These resources include:

1. University Counseling Center, 301 Peabody Hall, 392-1575, personal and career counseling;
2. Student Mental Health, Student Health Care Center, 392-1161, personal counseling;
3. Career Resource Center, Reitz Union, 392-1601, career development assistance and counseling.
4. Sexual Assault Recovery Services (SARS), Student Health Care Center, 392-1161, sexual counseling.

ACADEMIC DISHONESTY: In the process of enrolling and registering for classes at the University of Florida, every student has signed and presumably understands the following statement: "I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University."

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SOFTWARE USE: All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. *We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*

COURSE OUTLINE AND READING LIST

I. INTRODUCTION

A. MARKETS AND COMPETITION

1. What are they?
2. Different approaches.

II. MARKETS AND COMPETITION

A. COMPETITION IN MARKETS

1. Perfect competition under price and production uncertainty
HC: Chapters 1, 2, 4
2. Imperfect competition
HC: Chapter 8

B. VERTICAL MARKETS (HC: pages 133-144)

1. Perfect competition and marketing margins
2. Imperfect competition and marketing margins

C. MARKETS OVER SPACE

1. Concept of a market and market boundaries (F: Chapter 12)
2. Markets and trade
 - a. Demand for Exports (HC: pages 155-160)
 - b. Demand for Imports (HC: page 160)
 - c. International/Interregional Trade (HC: pages 162-166 and Appendix D)

D. MARKETS OVER TIME

1. Intra-year storage (HC: pages 169-180)
2. Inter-year storage (HC: pages 180-199)

E. MARKETS OVER PRODUCTS

1. Equilibrium among products (Handout)
2. Grades and standards (HC: pages 144-155)

F. MARKET FACILITATING FACTORS

1. Information (Handout)
2. Risk bearing (HC: Chapter 3)
3. Exchange mechanisms

Books used in course:

(F) Ferris, John N. *Agricultural Prices and Commodity Market Analysis*. 1998.

(HC) Helmlinger, Petter G. and Jean-Paul Chavas. *The Economics of Agricultural Prices*. 1996.