



Agribusiness Marketing Course Calendar:

Agriculture Program

Unit Title	Instructional Time	Evaluation Time
Unit1: Law of Supply and Demand	2.5 hours	1.5 hours
Unit 2: What Is Marketing	2 hours	1 hour
Marketing Functions	3 hours	1 hour
Marketing Strategies	3 hours	1 hour
Unit 3: Marketing Plan Development	2 hours	2 hours
Basic Methods and Strategies/Marketing	3 hours	1 hour
Unit4: Agriculture Product Market Research	4 hours	1.5 hours
Advertising and Promoting Ag Products	3 hours	1.5 hours
Unit 5: Agricultural Business Interpersonal Marketing	1.5 hours	0.5 hours
Salesmanship and Customer Service	2 hours	1 hour
Ethical Practices in Marketing	2 hours	1 hour
Total Hours	27 hours	13 hours

Approximately 10 hours of time beyond class will be required for research and required reading to fulfill the presentation/lab portion of the class.