



SYLLABUS: AGRB 2100 AGRIBUSINESS MARKETING

INSTRUCTOR: WAYNE RANDALL	Email Address: wayne.randall@northgatech.edu
Office Location: Parker Nellis 113	Office Phone Number: 706-754-7791
Office Hours: By appointment	Credit Hours/Class Hours (see schedule):
Campus: Clarkesville- Parker Nellis Room 105	Co/Pre- Requisites: None
INSTRUCTOR: WAYNE RANDALL	Email Address: wayne.randall@northgatech.edu

REQUIRED TEXT(S)

John Deere Farm and Ranch Business Management Volume III

Research articles and course- based literature will be used and or provided. You are responsible for using Blackboard to access require readings and videos or using internet search engines to locate videos, text, and graphics to complete assignments.

REQUIRED MATERIALS

Notebook to organize materials and class/lab notes

Calculator or phone that calculates

Writing utensil (pen or pencil)

COURSE DESCRIPTION

Agribusiness marketing will provide an understanding of the various marketing functions, agencies, and institutions which assemble, process, and distribute agricultural commodities and products. Marketing strategies and plan development will be a central theme for the course content.

COMPETENCY AREAS

Describe the different marketing options for producers of agricultural commodities

Develop an appreciation for the unique problems and complex nature of agribusiness marketing

Summarize changing trends in the American population and the impact on agribusiness marketing trends

BEHAVIORAL OBJECTIVES/LEARNING OUTCOMES

Generalize marketing approaches used by the agribusiness industry.

Consider how marketing affects agribusiness and how a developed plan can aid in providing solutions.

Characterize trends in marketing and how they can be applied to agribusiness

INSTRUCTIONAL METHODOLOGY

This is a hybrid course and will be delivered through online and face to face instruction. Labs will be held weekly, and testing will be done in a face to face setting. Supplemental materials and information will be delivered online.

This class will be taught as a hybrid class. The class will be comprised of email, textbook material, announcements through Blackboard, and video lessons. The following will be completed by the student as part of the hybrid learning environment on the days Agribusiness Marketing does not meet: The student will have hands-on use of the computer, exercises to complete, Blackboard assignments, and lab prep assignments while not in the classroom. The student will be required to meet in the classroom each week at the designated time, for 90 minutes on one day each week. During the classroom time, there will be face to face instruction, labs, tests and at least one graded activity each meeting. The ending final grade is at the discretion of the instructor. The instructor reserves the right to make syllabus changes as needed. Students will be notified if such changes occur.

EVALUATION

(% headings may differ but must be consistent with course gradebook in Blackboard)

__40 % Test

__40 % Labs

__20 % Final Exams

Categories must equal (100%)

Percentage of Points Earned	Corresponding Letter Grade
90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

EXPECTATIONS/ASSIGNMENT INFORMATION/ADDITIONAL COURSE INFORMATION

Students will be expected to be present, prepared, and attentive for each class scheduled. You will receive a graded assignment each week which needs to be completed on the day the assignment is made available.

SERVICES FOR STUDENTS WITH DISABILITIES

Support services are offered to students with disabilities including, but not limited to, classroom and testing accommodations, adaptive equipment, assistance with the admission process, career guidance and counseling, and referral to community service agencies. To request accommodations and/or modifications, contact Kay Morgan, Special Populations and Retention Coordinator, who provides services to all campuses, at 706-754-7828. Appropriate documentation of disability is required.

POLICIES AND PROCEDURES

Make-Up Policy- All assignments are to be completed during class time or on the scheduled virtual class day. You will be expected to be in class or to dedicate the virtual class time on the scheduled day each week for assignment completion. **Assignments that are missed will be given a grade of zero unless you notify the instructor ahead of time or as soon as possible on the due date. Five points will be deducted for each day the assignment is late up to five days. On day six the zero will become the assignment grade.** Extenuating circumstances will be taken to account on a case by case basis for makeup work.

Homework Policy- Homework will be the virtual day assignment and may be in video form, written form, or research format. Please be sure you have resources to access the internet or plan on coming to campus to use the Library computers on the assigned days.

Classroom Etiquette Policy- You are expected to be on time and prepared for class each day. You will need a writing utensil and notebook each day that you are on campus. You are to be respectful of the opinions of others and participate in a civil manner in class discussions. "Planning To Be on Time Is Planning To Be Late, Planning To Be Early Is Planning To Be On Time, Being Late Is Not Acceptable".

Lab Policy- Indoor lab times will require a mask on certain days. I will supply you with one mask that can be left in the classroom. You are welcome to bring your own mask to class. If you are not willing to wear your mask properly during group work or times, we cannot distance you may be asked to leave class.

Cell Phone Policy and Usage

Cell phone usage in the classroom is prohibited unless the instructor asks you to use the device for classwork or participation. Students found using cell phones in the classroom can be considered a disruption to the class and may be asked to leave the classroom.

Please see <Program> Laboratory Management and Chemical Hygiene Plan distributed at the beginning of the semester.

Student Email Account Information

Each NGTC student is assigned an email account. Student email accounts are the primary form of communication between the student and North Georgia Technical College faculty and staff. Please remember to check it regularly.

If a student needs help with the student email account, please contact the library staff on any of our campuses. Include your name, student ID#, email address, and birthdate when requesting assistance.

Blackboard Learning Information

North Georgia Technical College uses the Blackboard Learning Management System (LMS) to deliver online content and gradebook access to students. The Blackboard LMS can be found at [North Georgia Technical College Website](#) under the CURRENT STUDENTS menu on the NGTC homepage. Select Quick Links, Blackboard (Online/Hybrid). When classes offer online content in Blackboard and for gradebook tracking, students can log into the system by using the following format:

Login: The same as preceding the @ for your student email. Example: Email is ssmith@my.northgatech.edu. Blackboard login is ssmith.

Password: The same as your NGTC Email password.

Students should understand that all logins and all content areas are monitored and controlled by the instructor. Therefore, online content and subject matter questions should be addressed by the course instructor.

Technical support for Blackboard LMS can be requested by completing the Helpdesk Request Form found on the left-hand side of the Blackboard student login page.

Campus Dress Code

One of the major objectives of North Georgia Technical College is to provide realistic occupational training for all students. Working conditions common to those found in business and industry are simulated as closely as possible. Students are required to meet standards of dress determined by faculty, the campus safety officer, and the Vice President for Student Affairs. The following regulations shall be observed for dress and grooming by all students:

- Cleanliness of person and clothing is required.
- Shirts and shoes are to be worn at all times.
- Use of offensive, obscene, or abusive words or symbols on clothing is not permitted.
- Longer, knee-length type of shorts such as dress shorts and bermudas are acceptable. Short shorts and running/gym shorts are not permitted unless participating in a college-sanctioned sports activity.
- Tank tops, halter tops, tube tops, or other garments defined as skimpy, scooped out at the neck and shoulder, or showing excessive amounts of skin area are considered inappropriate dress.
- Excessively long hair and beards may be deemed safety hazards in certain occupational programs.
- Clothing referred to as pajama pants, lounge wear, and sleep wear are not acceptable dress.

In addition to these general standards, dress requirements may vary in the classroom, laboratory, and shop areas to comply with safety and occupationally required dress. (Refer to Department Lab Management and Chemical Hygiene Plan.)

ATTENDANCE: EXCERPT

FROM NGTC CATALOG/STUDENT HANDBOOK, ACADEMICS AFFAIRS, ATTENDANCE PROCEDURE.

The academic programs at North Georgia Technical College prepare students for successful employment upon graduation. Business and industry expect employees to be present and on time for work each day. NGTC supports this expectation by encouraging students to attend class regularly to prepare for the workforce and achieve academic success. Students should register for classes that they can realistically expect to attend on a regular basis.

North Georgia Technical College is a non-attendance taking institution. However, some instructors may develop reasonable attendance requirements appropriate to the type of course, delivery method, frequency of class meetings and in accordance with the rules of respective licensure boards and/or accrediting agencies. Instructors will communicate the requirements to students within the course syllabi; and will apply the requirements fairly and consistently to all enrolled students. Students absent from class for any reason are still responsible for all work missed. Refer to course syllabus for detailed course expectations regarding make-up work.

A student who plans to miss a class, attend an approved field trip or any other authorized absence from class is responsible for advance notification of all instructors to whom he/she would normally have reported.

Students are not permitted to have friends, children, or relatives as their guest in a classroom, lab, or practicum/internship site.

***Agriculture students are expected to attend each class that is provided on campus and complete each virtual assignment on the second scheduled day which will be the virtual day. The on-campus days will be lab days and any student missing 25% of the labs will be asked to start the class withdrawal process. Lab days will have a participation grade at a minimum and will be used for class tests, quizzes, and graded lab exercises.**

ACCEPTABLE COMPUTER/INTERNET USAGE POLICY

It is the responsibility of the student to read and adhere to the Acceptable Computer/Internet Use policy at North Georgia Technical College. (*Course Catalog/Student Handbook*) [NGTC College Catalog](#)

LIBRARY SERVICES

Access to the resources and services of the NGTC Library is available via a library facility at each campus as well as through electronic resources such as GALILEO. The purpose of the NGTC Library is to provide a wide range of quality resources and customer-focused services that support and enhance the total educational program of the College. Assistance in workforce development and life-long learning skills are also goals of the library in serving the college community as well as the wider community of which NGTC is a part.

Please see the Library web page [NGTC Library Website](#) for information regarding hours of operation, contacting library staff, access to the online catalog **Primo**, orientation materials, electronic databases, and much more.

TUTORING SERVICES

Student Success Centers are located on all three campuses offering free tutoring in a variety of subject areas. Walk-ins are welcome; however, tutoring is offered on a first-come, first-serve basis. A schedule of subject area services is available on the website [NGTC Student Success Center Webpage](#). To make an appointment or verify availability, contact Tiffany Scroggs at tscroggs@northgatech.edu or call 706-754-7712.

ACADEMIC INTEGRITY

All students are expected to adhere to the Academic Integrity/Plagiarism policy set forth by NGTC which can be found in the *Course Catalog/Student Handbook*.

WARRANTY

The Technical College System of Georgia guarantees employers that graduates of state technical colleges have demonstrated proficiency in those competencies defined by the Industry Technical Committee and included in approved state curriculum standards. Additional information can be found in the *Course Catalog/Student Handbook*.

WORK ETHICS

North Georgia Technical College instructs and evaluates students on work ethics in all programs of study. Ten work ethics traits have been identified and defined as essential for student success: appearance, attendance, attitude, character, communication, cooperation, organizational skills, productivity, respect, and teamwork.

<Only to be submitted in the intro and final course of program. Delete chart if not applicable.>

Work Ethics Traits	Definition
Appearance	Displays appropriate dress, grooming, and hygiene.
Attendance	Attends class; arrives/leaves on time; notifies instructor in advance of planned absences.
Attitude	Demonstrates a positive outlook; demonstrates mannerly behavior; follows chain of command.
Character	Displays loyalty, honesty, trustworthiness, dependability, reliability, initiative, self-discipline, and self-responsibility.
Communication	Displays appropriate nonverbal, verbal, and written skills.
Cooperation	Handles criticism, conflicts, and complaints appropriately; works well with others.
Organizational Skills	Prioritizes and manages time and resources effectively; demonstrates flexibility in handling change; follows directions and procedures for the work environment.
Productivity	Completes tasks assigned efficiently, effectively, and timely; demonstrates problem-solving capabilities.
Respect	Tolerates other points of view; acknowledges and appreciates rights of others; has regard for diversity.
Teamwork	Works collaboratively with others toward a common goal in a respectful and cooperative manner; participates appropriately as a team member.

ADDITIONAL INFORMATION

Expectations from Student

Attend class: ATTENDANCE IS NOT OPTIONAL. Keep up on all readings. Bring reading materials to class. Turn in all assignments. Participate in discussions. Be familiar with email and check it regularly. Check the class web site regularly for assignments and updates. Be thoughtful and civil to classmates and the instructor. Please do not eat in class. Turn phones on silent or as approved by instructor. Use of electronic devices (including computers) during class must be approved by the instructor.

ACKNOWLEDGEMENT FORM

Top of Form

I do hereby declare that I have read and understand the requirements and grading procedure for **AGRB 2100 Agribusiness Marketing** offered <insert> semester. I also declare that I know what is expected of me.

I do hereby declare that I have read and understand the North Georgia Technical College's Computer User Policy and that I will adhere to the rules in the policy. I understand that if I do not adhere to the rules in the policy that I may not be able to continue attending classes at North Georgia Technical College.

I am familiar with the emergency preparedness, health, safety and security policies and procedures which may pertain to this course.

Student Signature: _____ **Date:** _____

Student Name (printed): _____

NGTC Student Email Address: _____@my.northgatech.edu

Please include a working telephone number: _____

Please include a cell number where you can be reached for notification of cancelled class, inclement weather, etc. _____

Personal email address for future correspondence after graduation:
