



AGRI 211 – Marketing Farm Products

Fort Hays State University
Werth College of Science, Technology, and Mathematics
Department of Agriculture
Dr. Alan Xu

1. COURSE INFORMATION

Credit Hours	3.0
Semester and Year	Fall 2025
Course Prerequisites	AGRI 113
Location of Lectures	Albertson Hall 213
Time of Lectures	Monday and Wednesday 14:30-15:45

2. INSTRUCTOR INFORMATION

Name: Dr. Alan Xu

Office Location: 216 Albertson Hall

Office Hours: Monday and Wednesday 8:30-12:00; 12:45-14:15; 16:00-17:00 or by appointment

Email: y_xu46@fhsu.edu

Contact Procedure and Policy:

The best way to contact me is by email. You are welcome to reach me to schedule a zoom meeting with me via email. Usually, I respond to e-mails within 24 hours. When you email me, please put Course ID and your name/student ID in the "Subject" line. Please only use your FHSU Gmail to communicate. External email addresses will be ignored.

3. TEXTBOOK AND COURSE MATERIALS

Required Textbook:

No required textbook, you are responsible for getting the slides for each lecture on BlackBoard

Computer Requirements:

Please refer to the [TigerTech webpage](#) to check the requirements. If you have any technical issues, contact FHSU TigerTech 785-628-3478, notify the instructor.

4. COURSE DESCRIPTION

This course is a comprehensive study of the organization and functioning of the nation's food marketing system. Institutional, functional, market level, and commodity approaches to analyzing marketing problems are used. Farm product prices, marketing costs, and food prices are studied based on analysis of economic principles.

5. COURSE OBJECTIVES



- Demonstrate knowledge of marketing with practical application within sustainable agricultural systems
- Understand the role, functions, and the 4 Ps of Marketing
- Develop strong written and oral communication skills through project write up and presentation
- Get familiar with marketing plans
- Demonstrate subject-matter competency in preparation for culturally diverse careers in agricultural business.

6. ASSESSMENT METHODS AND GRADING SCALES

Quizzes:

5 quizzes will be assigned in-class at random times throughout the semester worth 30 points each (e.g. 150 points total). There are no make-up quizzes unless excused absence happens.

Assignments:

There will be 10 homework assignments worth 25 points each (e.g. 250 points total).

Late Assignments:

Assignments are to be submitted via Blackboard by **11:59 PM** on the assigned due date, typically on **Monday nights**. Unless otherwise agreed, late assignments will be penalized as follows:

-10% if between 1 minute and 72 hours late. Assignments submitted more than 72 hours late will not be accepted. In other words, assignments of the previous week will strictly NOT be accepted after 11:59 PM on Thursday nights.

Exams:

There will be two exams worth 200 points each (e.g. 400 points total).

Make-up Exams:

You will only be allowed to retake the exam if you have an excused absence, you submit the proper written documentation for an acceptable reason, and written documentation is provided. If it is a planned absence (such as for a religious holiday, military obligation or FHSU affiliated activity; see additional information under Attendance below), at least one-week notice is required to make the appropriate accommodations. When this is not possible (e.g., due to a medical emergency), the instructor should be notified as soon as possible. The make-up exam will be scheduled for the following week. If these instructions are not followed, you will receive a zero on the exam.

Group project:

The project will be in the form of a PowerPoint presentation in a group of two. More information on the project will be provided later in the semester. The presented group project is worth 200 points.

Civility:

Mature and respectful behavior is always expected when participating in course activities and interacting with others.



The assessment methods and grading scale are as follows:

Quizzes	15%	150
Assignments	25%	250
Midterm Exam	20%	200
Final Exam	20%	200
Semester Project	20%	200
Total	100%	900

A	100.00% - 90%
B	80.00%–89.99%
C	70.00%–79.99%
D	60.00%–69.99%
U	below 60.00%

7. COURSE SCHEDULE

This schedule is tentative and might change during the semester depending on how the course evolves. Students will be notified of the changes at the Blackboard course site, and email. If time is mentioned in the course, it refers to the Central Time Zone.

Week #	Topics	Discussion or Assignments
Week 1 Aug. 18-Aug. 24	The Agribusiness System	
Week 2 Aug. 25-Aug. 31	The Role of Marketing in the Agribusiness System	1 Due Sep. 2*
Week 3 Sep. 1-Sep. 7	Understanding Market forces No Class on Labor Day Holiday, Sep. 1	2 Due Sep. 8
Week 4 Sep. 8-Sep. 14	Developing a Marketing Plan	3 Due Sep. 15
Week 5 Sep. 15-Sep. 21	The market environment	4 Due Sep. 22
Week 6 Sep. 22-Sep. 28	Segmenting and Targeting markets Exam Practice	5 Due Sep. 29
Week 7 Sep. 29-Oct. 5	Product	6 Due Oct. 6
Week 8 Oct. 6-Oct. 12	New Product Development	
Week 9 Oct. 13-Oct. 19	Midterm Exam: Oct. 13 in classroom AH 213	



Week 10 Oct. 20-Oct. 26	New Product Development	7 Due Oct. 27
Week 11 Oct. 27-Nov. 2	Place	8 Due Nov. 3
Week 12 Nov. 3-Nov. 9	Price	9 Due Nov. 10
Week 13 Nov. 10-Nov. 16	Promotion	10 Due Nov. 17
Week 14 Nov. 17-Nov. 23	Global Marketing	
Week 15	Thanksgiving Break	
Week 16 Dec. 1-Dec. 7	E-marketing	
	Final Exam: 14:30-16:10 in classroom AH 213	

***Labor Day Holiday is Sep. 1, so the due day is moved to Sep. 2, Tue.**

8. STUDENT HELP RESOURCES

- [FHSU Blackboard Student Tutorials](https://help.blackboard.com/Learn/Student): <https://help.blackboard.com/Learn/Student>
- [Student Accessibility Services](https://www.fhsu.edu/health-and-wellness/accessibility/): <https://www.fhsu.edu/health-and-wellness/accessibility/>
- [Health and Wellness Services](https://www.fhsu.edu/health-and-wellness/): <https://www.fhsu.edu/health-and-wellness/>
- [Career Services](https://www.fhsu.edu/career/): <https://www.fhsu.edu/career/>
- [Technology Services](https://www.fhsu.edu/technology/): <https://www.fhsu.edu/technology/>
- [Forsyth Library Research Help and Tutorials](https://www.fhsu.edu/library/): <https://www.fhsu.edu/library/>
- [Academic Tutoring](https://www.fhsu.edu/retention/asp/free-tutoring/): <https://www.fhsu.edu/retention/asp/free-tutoring/>
- [Writing Center](https://www.fhsu.edu/writingcenter/): <https://www.fhsu.edu/writingcenter/>

Special Learning Conditions/Accommodations:

Fort Hays State University, in accordance with The Americans With Disabilities Act, provides assistance and resources for students with disabilities. The Student Accessibility Services office is located within Health and Wellness Services in the Fischli-Wills Center for Student Success, Room 301, 785-628-4401. This is the appropriate office for students, faculty or staff to contact to verify and notify the University of a student's documented disability. After verification of a documented disability, the Student Accessibility Services office will initiate a request for services. Students should contact the instructor within the first two weeks of class if they require special accommodation for test taking, carrying out assignments, or any other need for assistance.

Academic Assistance for FHSU Online Students

With FHSU's FREE online tutoring, you can:



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Access to Online Tutoring

Online tutoring is available to students currently registered in all online courses. Access this service in Workday, by clicking the "myFHSU" icon. Under the Academics category, select "Online Tutoring". If you have additional questions, please contact Kathleen Cook at kecook3@fhsu.edu.

9. UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Title IX Policy](#):

FHSU is committed to fostering a safe and productive learning environment. Title IX makes it clear that violence and harassment based on sex, gender, and gender identity are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. This includes all types of gender and relationship violence, sexual harassment, sexual misconduct, domestic and dating violence, and stalking. If you wish to report an incident or have questions about school policies and procedures regarding Title IX issues, please contact Amy Schaffer, University Compliance Officer and the FHSU Title IX Coordinator, at alschaffer@fhsu.edu or (785) 628-4175. The Compliance Officer can help connect you to campus and outside resources, discuss all of your reporting options, and assist with any concerns you may have.