**Veterans High School**

Agriculture Education Department



**Course:** Marketing Agricultural Products and Services

**Course Number:** 01.41300

Course Description: The Marketing Agricultural Products and Services course provides the foundation for students interested in pursuing a degree in agribusiness through post-secondary study or to enter the Agribusiness industry upon graduation from high school. The student will demonstrate competence in the application of the principles and practices of marketing in agribusiness. The course will help students build a strong knowledge base of the agribusiness industry as they study methods and strategies of marketing agricultural products and services, principles of salesmanship, customer service, business organization, advertising, event planning, channels of distribution, investment analysis, finance, entrepreneurship, technology, communications and economics. Mastery of these standards through project-based learning and leadership development activities in the FFA and the supervised agricultural experience program will help prepare students for postsecondary study or entry into agribusiness. C

Prerequisites: Basic Agricultural Science and Technology

Materials Needed:

Students will need paper for a three-ring binder that will be provided to them to keep their materials in. It is suggested that all students bring attire suitable for working in the lab and being outside. Open-toed shoes are not recommended for days when we are outside, and will not be permitted if we are working in the lab. Finally, everyone should bring a good attitude and a willingness to learn as we have a great semester planned for you.

Textbook:

We have a variety of books that will be used in the classroom. Notes will come from [www.gaaged.org](http://www.gaaged.org) throughout the semester.

Standards:

<http://www.gaaged.org/Browseable_Folders/Curriculum/AFNR_Course_Standards/General-Horticulture-and-Plant-Science.pdf>

Grading Policy

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| --- | --- |
| Daily Work /Homework Grade……………………….. | 15% |
| Minor Assessments………………………………………………... | 20% |
| Major Assessments……………………………... | 45% |
| Final Assessment >>>>>>>>>>>>>>>>>>>>>> | 20% |
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| \*note: All quizzes and tests will contain either a written portion with true/false, multiple choice, short answer, or essay style questions. There will also be hands on portions as necessary. |  |

Late work in this class is anything turned in after the assignment has been collected. Late work will be accepted for five days after the assignment has been collected with a 10 percent deduction for each day. After five days the work will not be accepted.

Basic Class Rules:

1. Bring a great attitude to class everyday and be prepared for that day’s activities
2. Respect the teacher, classmates, facilities, and materials
3. Don’t talk while the teacher is talking
4. Stay seated unless given permission otherwise
5. Safety First
6. Follow all rules in the student handbook
7. Be Positive

**CONSEQUENCES OF RULE INFRACTIONS**:

1ST OFFENSE- WARNING AND “COUNSEL”

2ND 0FFENSE- PARENT CONTACT

3RD OFFENSE-OFFICE REFERRAL

\*\* MAY BE MODIFIED DEPENDING ON SITUATION.

FFA:

Agricultural science education is a systematic program of instruction available to students desiring to learn about the science, business, and technology of plant and animal production and/or about the environmental and natural resources systems. Agricultural science education first became a part of the public education system in 1917 when the U.S. Congress passed the Smith-Hughes Act. Then, in 1950, the 81st Congress of the United States, recognizing the importance of the FFA as an integral part of the program of vocational agriculture, granted a Federal Charter to the FFA. Today, over 800,000 students participate in formal agricultural science education instructional programs offered in grades seven-adult throughout the 50 states and three U. S. territories.

FFA is the co-curricular organization that is associated with Agricultural Educations and all students enrolled in these classes at Veterans High School will be expected to become members of the Veterans FFA Chapter. Students will be required to participate in FFA activities as the year progresses. More information can be found at [www.ffa.org](http://www.ffa.org).

The three-ringed model of agricultural education pictured below indicates the importance of each of the three components of agricultural education; Classroom Instruction, Supervised Agricultural Experience, and FFA.



SAE:

An SAE program is a planned practical agricultural activity which supports skill and competency development, career success and application of specific agricultural and academic skills a student has learned through classroom instruction in agricultural education. **Your SAE project will reflect 20% of the Major Assessments. This is to be taken seriously!!**

An SAE program is the actual, hands-on application of concepts and principles learned in the agricultural education classroom. Students are supervised by agricultural education teachers in cooperation with parents, employers and other adults who assist them in the development and achievement of their educational and career goals.

All students enrolled in agricultural education classes at Veterans High School will be **required** to plan and develop an SAE which they will spend a minimum of 18 hours outside of class time completing.

Supervised Agricultural Experience Programs fit into one of the following categories:

**Exploratory**
Learn about the 'big picture' of agriculture and its many related careers.

**Research/Experimentation and Analysis**
Conduct research or analyze information to discover new knowledge.

**Ownership/Entrepreneurship**
Plan and operate an agriculture-related business.

**Placement**
Work for someone else either for pay or for the experience.

Speaking Project

Agriculture Education and the FFA have always stressed good communication skills, as they are vital to success regardless of occupation. At the beginning of the semester, each student will choose a topic related to agriculture, conduct research, and prepare a speech on the topic. The speech must be between four and six minutes in length. This speech will count as a unit test grade.

FFA Creed Study

There will be five FFA Creed tests during the course of the semester. The FFA Creed outlines the beliefs and ideals that all FFA members hold in common. The Creed has five paragraphs, and one paragraph will be on each test. The fifth test will require the student to know all five paragraphs of the FFA Creed. These tests will count as one unit test grade each. If a student wishes to deliver the entire FFA Creed orally during the first Creed test day, and does it accurately, he/she will receive a 100% on all Creed tests for the remainder of the semester.

Teacher Contact Information

I am looking forward to a great year. If you have any questions please contact me via email at Jeffrey.wilson@hcbe.net as well as by school phone at 478.218.7537.

Sincerely,

Jeff Wilson

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**Google Classroom**

To encourage blended learning, online assignments will be posted weekly through Google Classroom. At least one Google Classroom assignment per week will be graded and entered in Infinite Campus. Students should be familiar with how to navigate the online platform, communicate with their teacher, and submit assignments on time. If there are technology limitations, please notify the teacher.

**Cyberbullying:** As defined by Dictionary.com, “the act of harassing someone online by sending or posting mean messages.” *Please keep in mind that the Edmodo communication system is designed to work as an extension of the classroom; therefore, anything done on the site through the access of a school course group code will be treated the same as if it were said aloud in the classroom. Inappropriate comments or use of the site can result in disciplinary action.*

Parent Signature Page

I have read and understand all the policies and requirements listed on the student syllabus. I have also read and understand the attendance, grading, and deadline policy.

Student Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_