Agribusiness Marketing

Agribusiness Marketing is a one-credit course that provides students with the opportunity to develop an understanding of the principles and practices of marketing as they relate to agricultural products and services. Students learn fundamental aspects of developing a business plan as well as establishing and maintaining an effective and profitable business strategy. Course content enables students to explore various aspects of marketing from local market niches to operating in the global arena, including marketing concepts, marketing risks, advertising, agreements, and contracts.

Content standards for this course are not intended to serve as the entire curriculum. Teachers are encouraged to expand the curriculum beyond the limits of these content standards to accommodate specific community interests and utilize local resources. This course encourages critical thinking, use of the scientific method, integration of technology, development of student leadership skills, and application of knowledge and skills related to practical questions and problems. Safety concepts are integrated into instruction to the maximum extent possible.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Career Opportunities

Students will:

1. Identify career opportunities associated with agribusiness marketing.

Marketing Plans

2. Explain components of a marketing plan.
   - Explaining the role of management in agribusiness
   - Demonstrating the preparation and implementation of a marketing plan

Marketing Concepts

3. Describe characteristics of the free agribusiness market system.
   - Explaining the importance of the free enterprise system in agribusiness marketing
   - Describing consumer influence on agribusiness marketing

4. Explain the role and importance of various marketing concepts in agriculture.
   Example: law of supply and demand

5. Identify factors that influence agricultural investment and business decisions.
   Examples: present value, future value, simple interest, compound interest, wise use of credit
6. Describe information resources utilized in agribusiness marketing.
   Examples: commodity reports, Alabama Cooperative Extension System, Internet, print media, marketing agents and brokers

7. Describe various approaches for sales and marketing in the agribusiness marketing industry.
   Examples: global sales and marketing, niche sales and marketing, traditional agricultural sales and marketing, direct-to-consumer sales and marketing

8. Evaluate various entities that ensure product quality in agribusiness marketing systems.
   Examples: producer, shipper, processor, distributor, retailer
   - Explaining the role of cooperatives and associations in agribusiness marketing

9. Describe factors to consider in pricing agricultural products and services.
   Examples: materials, labor, overhead, profit

10. Identify components of a sales presentation for an agricultural product or service.

**Global Marketing**

11. Describe the impact of global marketing on agricultural products and services produced in Alabama and in the United States.
    - Assessing the importance of international issues in global marketing
      Examples: cultural appeal, market accessibility, tariffs, quotas

**Niche Marketing**

12. Explain the impact of niche markets on local areas in Alabama.
    Examples: peach market in Clanton, tomato market in Slocomb, shrimp market in Bayou La Batre

**Marketing Risk**

13. Explain the significance of financial position and risk-taking in agribusiness marketing.
    - Evaluating risks in various marketing systems
      Examples: stock, bond, and fund markets; future trading and options; global marketing
    - Comparing strategies for market diversification
    - Assessing benefits of marketing agricultural by-products
      Examples: selling processed manure as garden fertilizer, selling processed peanut hulls as animal feed
Agreements, Contracts, and Regulations

14. Explain the role of legal counsel in agribusiness marketing, including negotiating agreements and contracts, interpreting marketing regulations, and resolving disputes.

15. Explain the role of negotiation in agribusiness marketing.
   Examples: establishing prices for products and services, setting terms for contract and lease agreements
   • Comparing objectives of various parties involved in negotiating agreements and contracts

16. Describe government involvement and influence in agribusiness marketing.
   Examples: regulations, programs, policies

Advertising

17. Identify various methods of advertising in agribusiness marketing systems.
   Examples: video, Internet, print media, signs, billboards

Technology

18. Describe the use of computer technology in agribusiness marketing.
   Examples: market analyzing, sales forecasting, telemarketing, video marketing