Agriculture, Food & Natural Resources Career Cluster
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 post-secondary study or entry into agribusiness.

Course Standard 1

AFNR-MAPS-1

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.
The following elements should be integrated throughout the content of this course.
1.1   Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

Georgia Department of Education

1.4   Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5   Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6   Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership

Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:
Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

AFNR-MAPS-2

Orient and apply the comprehensive program of agricultural education, learn to work safely in the agriculture lab and work sites, demonstrate selected competencies in leadership through the FFA and agricultural industry organizations, and develop plans for a Supervised Agricultural Experience Program (SAEP).

  2.1   Explain the role of the Agriculture Education program and the FFA in personal development.
  2.2   Demonstrates knowledge learned through a SAEP.
  2.3   Develops leadership and personal development skills through participation in the FFA.
  2.4   Explores career opportunities in animal science through the FFA and Agriculture Education Program.
  2.5   Explores the professional agricultural organizations associated with the course content.

Course Standard 3

AFNR-MAPS-3
Analyze the basic methods and strategies of agricultural marketing.
  3.1   Determine how the supply of agricultural products and agricultural industries change to meet the demand of the consumers.
  3.2   Assess global agricultural sales, export, and import practices.
  3.3   Examine the role of government in the sales and subsidization of agricultural products.
  3.4   Demonstrate the use of online marketing.

Course Standard 4

AFNR-MAPS-4
Demonstrate principles of salesmanship and customer service.
  4.1   Model the attributes needed to become an effective sales person.
  4.2   Model skills of an effective customer service person.
  4.3   Identify the steps in conducting and completing a sale.
  4.4   Demonstrate effective communication skills needed to develop positive working relationships in agribusiness.
  4.5   Explain the importance of ethics in agribusiness.
  4.6   Compare and contrast agricultural sales techniques.

Course Standard 5

AFNR-MAPS-5
Evaluate agricultural business organizations and interpersonal networks.
  5.1   Explain how interpersonal relationships and networking can further business relationships.
  5.2   Examine the scope of sales and trade organizations and how they are designed to promote a product.
  5.3   Illustrate the benefits of participation in trade organizations.

5.4   Evaluate the benefits of participation in community and professional organizations.

Course Standard 6

AFNR-MAPS-6
Conduct agricultural product and service market research.
6.1   Calculate the profit from marketing an agricultural product or service.
6.2   Conduct and interpret surveys to provide data for demand of agricultural products and services.
6.3   Develop a value-added product or services that will meet the needs of consumers.
6.4   Research trends in the marketability of agricultural products and services and illustrate these skills.

Course Standard 7

AFNR-MAPS-7
Demonstrate advertising and promotion techniques for agricultural products and services.
7.1   Explain the importance of promoting agricultural products and services.
7.2   Demonstrate procedures in merchandising agricultural products or services.
7.3   Develop an advertising plan for an agricultural product, business, or service.

Course Standard 8

AFNR-MAPS-8
Develop and implement marketing strategies and plans for an agricultural product or service.
8.1   Describe the purpose and importance of marketing.
8.2   Describe types of agricultural markets and cite current examples.
8.3   Evaluate marketing strategies for agricultural products and services.
8.4   Apply benefit/cost analysis to marketing agricultural products and services.
8.5   Develop a marketing plan for agricultural products and services.

Course Standard 9

AFNR-MAPS-9
Explore the channels of distribution of agricultural products and services.
9.1   Compare different market channels for agricultural products and services.
9.2   Describe the effects of trade agreements on agribusiness decisions using contemporary examples.
9.3   Investigate and evaluate systems for storing and transporting agricultural products.

Course Standard 10

AFNR-MAPS-10
Explain banking and lending practices associated with the agribusiness industry.
10.1   Analyze and select sources of agricultural credit.
10.2   Prepare a loan application that would be used in the agribusiness industry.
10.3   Create an amortization table to identifying variables associated with mortgage payments.

Course Standard 11

AFNR-MAPS-11
Evaluate and reduce associated risks in agribusiness.
11.1   Identify financial risks in agribusiness.
11.2   Select and evaluate types of insurance for an agribusiness company or organization based on differing risks.
11.3   Research and cite evidence of risk reduction strategies in agribusiness.

Course Standard 12

AFNR-MAPS-12
Conduct an investment analysis for an agribusiness.
  12.1 Define investment analysis and its components.
  12.2 Differentiate between types of investment analysis.
  12.3 Utilize investment analysis in making investment decisions.

Course Standard 13

AFNR-MAPS-13
Utilize basic computer programs, systems, and technology in marketing agricultural products and services.
  13.1 Explain the use of computer, software, and other technology in agribusiness.
  13.2 Prepare a business letter using a word processing program.
  13.3 Create a database of clients using a spreadsheet or database program.
  13.4 Prepare a sales demonstration using presentation software.
  13.5 Use a spreadsheet template to prepare financial statements.