

Course Title: Agribusiness Marketing

Unit: 1	Career Opportunities
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Identify career opportunities associated with agribusiness marketing.
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Identify available jobs in agribusiness marketing. 2. Describe the duties associated with available jobs. 3. Discuss educational requirements for available jobs in agribusiness marketing. 4. Compare benefits of available jobs in agribusiness marketing.
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Essential Question(s):	<p>What criteria should a student use in selecting a career path? What resources are available to students conducting a job search?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>I. Career</p> <ol style="list-style-type: none"> A. Define work B. Employee benefits <ol style="list-style-type: none"> 1. Insurance <ol style="list-style-type: none"> a. Major Medical b. Dental c. Vision 2. Retirement plans <ol style="list-style-type: none"> a. 401K b. Stock options 	<p>Research paper Job applications Cover letter Résumé Mock job interview</p>	<p>PowerPoint Presentation Computer Multimedia projector Internet access Sample job application</p>

Unit Assessment:	Tests, performance tasks, demonstrations, teacher observations
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Unit/Course CTSO Activity:	The content enforces leadership skills through career exploration.
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Unit/Course Culminating Product:	Students will become hireable citizens after gaining the knowledge of careers.
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other:

Course Title: Agribusiness Marketing

Unit: 2	Marketing Plans
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 2. Explain components of a marketing plan. <ul style="list-style-type: none"> • Explaining the role of management in agribusiness • Demonstrating the preparation and implementation of a marketing plan
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Define the purpose for developing a marketing plan. 2. Identify the process of developing a market plan. 3. Explain the three essential elements of a marketing program.
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Essential Question(s):	<p>What are the purposes of developing a market plan? What processes go into developing a market plan? What are the three essential elements of a marketing program?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<ol style="list-style-type: none"> I. Marketing Plan <ol style="list-style-type: none"> A. Purpose B. Development C. Essential elements <ol style="list-style-type: none"> 1. Price 2. Quality 3. Service 	<p>PowerPoint Presentation Text reading Experiential learning</p>	<p>PowerPoint Presentation Computer Multimedia projector Internet access Sample marketing plans</p>

Unit Assessment:	Tests, performance tasks, demonstrations, teacher observations
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Unit/Course CTSO Activity:	The content enforces leadership skills through career exploration.
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Unit/Course Culminating Product:	Students will become hireable citizens after gaining the knowledge of careers.
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other:

Course Title: Agribusiness Marketing

Unit: 3	Marketing Concepts
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<p>Content Standard(s) and Depth of Knowledge Level(s):</p>	<p>Students will:</p> <ol style="list-style-type: none"> 3. Describe characteristics of the free agribusiness market system. <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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.
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<p>Learning Objective(s) and Depth of Knowledge Level(s):</p>	<p>Students will:</p> <ol style="list-style-type: none"> 1. Explain free agribusiness market system. 2. Explain various marketing concepts. 3. Identify factors that influence agricultural investment and business decisions. 4. Describe resources available to aid in marketing. 5. Explain various marketing approaches. 6. Describe pricing factors. 7. Demonstrate a sales presentation.
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<p>Essential Question(s):</p>	<p>What is a free agribusiness market system? What are some various marketing concepts? What factors influence agriculture business decisions? What are the various marketing approaches? What factors influence prices?</p>
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	How do I perform a sales presentation?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
I. Marketing Concepts A. Agribusiness market system B. Marketing concepts C. Marketing approaches D. Factors influences price E. Sales presentation	PowerPoint Presentation Classroom discussion 10+2 Projects	PowerPoint Presentation Computer Multimedia projector Internet access Sample product to present

Unit Assessment:	Tests, performance tasks, demonstrations, teacher observations
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Unit/Course CTSO Activity:	
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Unit/Course Culminating Product:	Students will be able to create a marketing plan, sales presentation for an agriculture commodity.
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Course/Program Credential(s):	<input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input type="checkbox"/> Other:
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Course Title: Agribusiness Marketing

Unit: 4	Global Marketing
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <p>11. Describe the impact of global marketing on agricultural products and services produced in Alabama and in the United States.</p> <ul style="list-style-type: none"> • Assessing the importance of international issues in global marketing <p>Examples: cultural, market accessibility, tariffs, quotas</p>
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Discuss the current status of agriculture around the world. 2. Identify why international trade is important and how it works. 3. Describe how exchange rates are determined.
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Essential Question(s):	<p>What is agriculture like in other countries?</p> <p>If we are an industrialized country, why do we need to trade with other countries?</p> <p>Why is currency worth different amounts in different countries?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>I. Global Marketing</p> <ol style="list-style-type: none"> A. Agriculture. in other countries B. Purpose of trading with other countries C. Currency value 	<p>PowerPoint Presentation</p> <p>Text reading</p> <p>Currency calculations</p>	<p>PowerPoint Presentation</p> <p>Computer</p> <p>Multimedia projector</p> <p>Internet access</p> <p>Calculators</p>

Unit Assessment:	Tests, performance tasks, demonstrations, teacher observations
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Unit/Course CTSO Activity:	The content enforces leadership skills through career exploration.
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**Unit/Course
Culminating
Product:**

Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other:

Course Title: Agribusiness Marketing

Unit: 5	Niche Marketing
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <p>12. Explain the impact of niche markets on local areas in Alabama.</p> <p style="padding-left: 40px;">Examples: peach market in Clanton, tomato market in Slocomb, shrimp market in Bayou La Batre</p>
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <p>1. Identify niche markets in Alabama.</p>
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Essential Question(s):	What niche markets are in Alabama?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>I. Niche Markets</p> <p style="padding-left: 20px;">A. Impact</p> <p style="padding-left: 20px;">B. Niche markets in Alabama</p> <p style="padding-left: 40px;">1. Peaches in Clanton</p> <p style="padding-left: 40px;">2. Tomatoes in Slocomb</p>	<p>Lecture</p> <p>10+2</p> <p>PowerPoint Presentation</p>	<p>PowerPoint Presentation</p> <p>Computer</p> <p>Multimedia projector</p>

Unit Assessment:	Tests, performance tasks, demonstrations, teacher observations
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Unit/Course CTSO Activity:	The content enforces leadership skills through career exploration.
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**Unit/Course
Culminating
Product:**

Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other:

Course Title: Agribusiness Marketing

Unit: 6	Marketing Risk
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will</p> <p>13. Explain the significance of financial position and risk-taking in agribusiness marketing.</p> <ul style="list-style-type: none"> • 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
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Define risk and explain how businesses deal with it. 2. Explain risk tolerance and methods for assessing it. 3. Identify sources of risk in the business environment.
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Essential Question(s):	<p>What is risk and how do businesses deal with it?</p> <p>What are some methods used to assess risk?</p> <p>What sources of risk are common to businesses?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>I. Marketing Risks</p> <p>A. Define risk</p> <p>B. Assess risk</p> <p>C. Sources of risk</p>	<p>PowerPoint Presentation</p> <p>Text reading</p> <p>5 + 2</p>	<p>PowerPoint Presentation</p> <p>Computer</p> <p>Multimedia projector</p>

Unit Assessment:	Tests, performance tasks, demonstrations, teacher observations
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Unit/Course CTSO Activity:	The content enforces leadership skills through career exploration.
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**Unit/Course
Culminating
Product:**

Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other:

Course Title: Agribusiness Marketing

Unit: 7	Agreements, Contracts, and Regulations
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <p>14. Explain the role of legal counsel in agribusiness marketing, including negotiating agreements and contracts, interpreting marketing regulations, and resolving disputes.</p> <p>15. Explain the role of negotiation in agribusiness marketing. Examples: establishing prices for products and services, setting terms for contract and lease agreements</p> <ul style="list-style-type: none"> • Comparing objectives of various parties involved in negotiating agreements and contracts <p>16. Describe government involvement and influence in agribusiness marketing. Examples: regulations, programs, policies</p>
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Identify how legal counsel can be used in agribusiness marketing. 2. Describe the role of negotiation. 3. Discuss how government involvement can influence the agribusiness.
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Essential Question(s):	<p>How can legal counsel be used in agribusiness marketing</p> <p>What role does negotiation play in agribusiness marketing?</p> <p>How does government influence agribusiness marketing?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>I. Agreements, Contracts, and Regulations</p> <ol style="list-style-type: none"> A. Legal counsel uses B. Role of negotiation C. Government involvement 	<p>PowerPoint Presentation</p> <p>Text reading</p> <p>10 + 2</p> <p>Students complete sample contracts</p>	<p>PowerPoint Presentation</p> <p>Computer</p> <p>Multimedia projector</p> <p>Sample contracts</p>

Unit Assessment:	Tests, performance tasks, demonstrations, teacher observations
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Unit/Course CTSO Activity:	The content enforces leadership skills through career exploration.
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Unit/Course Culminating Product:	
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other:

Course Title: Agribusiness Marketing

Unit: 8	Advertising
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will</p> <p>17. Identify various methods of advertising in agribusiness marketing systems. Examples: video, Internet, print media, signs, billboards</p>
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will</p> <ol style="list-style-type: none"> 1. Identify the functions of advertising. 2. Identify methods used to communicate in advertising. 3. Understand the essential components of a quality advertisement.
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Essential Question(s):	<p>What are the functions of advertising?</p> <p>What are methods used to communicate in advertising?</p> <p>What are the essential components of a quality print advertisement?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>I. Advertising</p> <p>A. Functions of advertising</p> <ol style="list-style-type: none"> 1. Create awareness 2. Advertise product 3. Public benefit <p>B. Communication methods</p> <ol style="list-style-type: none"> 1. Television 2. Radio 3. Newspaper <ol style="list-style-type: none"> a. Direct mail b. Word of mouth <p>C. Print advertisement- essential qualities</p> <ol style="list-style-type: none"> 1. Background 2. Headline 	<p>Text reading</p> <p>PowerPoint Presentation</p> <p>5 + 2</p> <p>Students create print advertisement</p>	<p>PowerPoint Presentation</p> <p>Computer</p> <p>Multimedia projector</p> <p>Writing surface</p>

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| 3. Clear, simplistic
4. Quality illustrations
5. Clearly stated price
6. Id business product or service | | |
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Unit Assessment:	Tests, performance tasks, demonstrations, teacher observations
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Unit/Course CTSO Activity:	
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Unit/Course Culminating Product:	
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Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input type="checkbox"/> Other:
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Course Title: Agribusiness Marketing

Unit: 9	Technology
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <p>18. Describe the use of computer technology in agribusiness marketing. Examples: market analyzing, sales forecasting, telemarketing, video marketing</p>
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. List the steps in managing and identifying useful information. 2. Identify the four functions of the information technology system. 3. Classify the computer software most frequently used in business. 4. Discuss the management issues that have been affected by information technology.
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Essential Question(s):	<p>What are the steps in managing and identifying useful information? What are the four functions of the information technology system? What computer software is most frequently used in business? What are some of the management issues that have been affected by information technology?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>I. Technology</p> <ol style="list-style-type: none"> A. Useful technologies and software for the agribusiness marketing B. Four functions of information technology <ol style="list-style-type: none"> 1. Collect data 2. Store data 3. Processing data 4. Presenting information 	<p>Class discussion Use computer lab to collect, store, process, and present information PowerPoint Presentation</p>	<p>PowerPoint Presentation Computer Multimedia projector Data assignment</p>

Unit Assessment:	Tests, performance tasks, demonstrations, teacher observations
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Unit/Course CTSO Activity:	The content enforces leadership skills through career exploration.
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Unit/Course Culminating Product:	
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other: