

**Course Evaluation Measures Menu**

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| **Course number:** | AGS 212 |
| **Course title:** | Introduction to Agribusiness Marketing |
| **Campus location(s):** | Georgetown |
| **Effective semester:** | 2020-51 |

**Core Course Performance Objectives**

1. Discuss marketing and its importance to agribusiness. (CCC 1, 2, 5; PGC 1, 2, 3)
2. Identify how supply and demand affect the marketing environment. (CCC 1, 2, 5; PGC 1, 2, 3)
3. Explain how demographics and target markets are used to develop a marketing plan in an agribusiness. (CCC 1, 2, 4, 5; PGC 2, 3)
4. Explain processes used in the development of an agricultural commodity. (CCC 1, 2, 3, 4, 5; PGC 2, 3)
5. Examine various methods of product distribution. (CCC 1, 2, 3, 4, 5, 6; PGC 2, 3)
6. Explain how a product’s packaging plays a role in its success. (CCC 1, 2, 3, 4, 5; PGC 1, 2, 3)

**Summative Evaluations**

*Please note: All courses must have a* ***minimum******of four*** *summative evaluation measures, and those measures should include a variety evaluation methods (e.g., test, oral presentation, group project).* ***Please list all summative evaluation measures.*** *In addition to these summative measures, a variety of formative exercises/quizzes/other assignments should be used to guide instruction and learning* *but do not need to be included on this template.*

*For each measure, please include a scope of the assignment: for example, if requiring a research paper, include the range of required number of words and numbers and types of sources; for a test, include the types and numbers of questions; for a presentation, include the minimum and maximum time, and so on.*

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| **Evaluation Measures:** Include each agreed upon measure and scope of that measure (see above). | **Which CCPO(s) does this evaluation measure?** |
| **Exams**   * 1. Exams   20-30 Multiple Choice and Problem-Based Questions   * + Online or Paper based exams   + Only one attempt, no re-attempts allowed | 1, 2, 3, 4, 5, 6 |
| **Integrative assignments**  2-3 assignments to include marketing approach assignment and advertising and promotion of a product assignment | 1, 2, 3, 4, 5, 6 |
| **Discussion Board posts**  4-5 weekly discussion board posts to include initial response and follow-up posts to peers | 1, 2, 3, 4, 5, 6 |
| **Marketing Plan Project**  Develop a marketing plan for an agribusiness based on departmentally developed guidelines (to include, but not limited to executive summary, resources of the business, marketing strategy, and SWOT analysis). This plan is an extension of the business plan previously developed in AGS 104 Intro. to Agribusiness Mgt. | 1, 2, 3, 4, 5, 6 |

**FINAL COURSE GRADE**

(Calculated using the following weighted average)

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| **Evaluation Measure** | **Percentage of final grade** |
| Exams (2-3) (summative) (equally weighted) | 20% |
| Integrated assignments (summative) (equally weighted) | 20% |
| Quizzes (formative) (equally weighted) | 10% |
| Assignments/Activities/Discussion Boards (formative) (equally weighted) | 30% |
| Marketing Plan (summative) | 20% |
| TOTAL | 100% |

Electronic Signature Permitted

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| **Submitted by (Collegewide Lead):** | Kyle Serman | **Date** | 4/20/2018 |
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| **Approved by counterparts** | | **Date** |  |
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| **Reviewed by Curriculum Committee** | | **Date** |  |