

San Diego State University
Imperial Valley Campus

MKTG 442
Lars Perner, Instructor

Marketing of Agricultural Products

<u>CORRECTED</u> SCHEDULE FOR THE REMAINDER OF THE TERM		
Date	Topic(s)	Chapters
3/23/2003	Market development (continued) Market and bargaining power Market information	15-16
3/30/2003	Project consultation day—NO FORMAL CLASS MEETING. The instructor will be in the library to meet with anyone wishing to discuss projects and/or other issues.	
4/6/2003	Standardization and grading In-class project	17-18
4/13/2003	Transportation Storage Risk management and the futures market Government, price, income, and marketing programs	19-20
4/20/2003	Food marketing regulations In-class project	21-22
4/27/2003	Survey of specific markets Catch-up Review for final	None
5/4/2003 at 4:10 p.m. in the regular classroom		

REVISED GRADING POINT WEIGHTS

Component	Points possible
Midterm	100
Final	300
Best 4 short consulting reports, 100 points each	400
Best paper double-counted	100
Class participation	100
TOTAL	1,000

*If you complete more than four papers, only the four best will count.