CENTRAL TEXAS COLLEGE
SYLLABUS FOR AGMG 2306
LIVESTOCK AND MEAT MARKETING
Semester Hours Credit: 3

INSTRUCTOR: __________________________
OFFICE: __________ PHONE: _____________
OFFICE HOURS: __________________________
Email: ____________________________________

I. INTRODUCTION

A. The purpose of this course is to study the different steps in the process of marketing livestock from the producer to the consumer. Areas included are (1) marketing alternatives, (2) shrinkage in marketing, (3) bruising, crippling and death losses, (4) U.S. meat consumption, (5) marketing cycles, (6) livestock prices, and (7) livestock evaluation and grading.

B. This is an elective course designed for the Associates in Science Degree, Equine Management Certificate of Completion, and Agriculture Production Certificate of Completion.

C. This course is occupationally related and serves as preparation for careers in the fields of the agricultural sciences, farm and ranch management, and perhaps other fields as well.

D. Prerequisite(s): None

II. LEARNING OUTCOMES

Upon successful completion of Livestock and Meat Marketing, the student will:

A. Define marketing and list the economic importance of a successful marketing program.

B. Describe and differentiate between marketing alternatives.

C. Identify factors affecting shrinkage, bruising, crippling, and death loss in livestock.

D. Define and describe the three livestock cycles.

E. List and define factors affecting livestock prices.

F. Describe factors affecting the value of market cattle, beef carcasses, and market hogs.

G. For SCANS Competencies and Foundation Skills see Attachment I.

January 2007
III. INSTRUCTIONAL MATERIALS

The instructional materials identified for this course are viewable through www.ctcd.edu/books

IV. COURSE REQUIREMENTS

A. **Reading Assignments:** Reading assignments may be assigned in accordance with and in addition to class work and lab activities. Students will be responsible for all assigned material on exams.

B. **Class Projects:** Class projects may be assigned in accordance with and in addition to class work and lab activities. Failure to complete the project in the assigned time frame will result in an automatic grade of zero.

C. **Class Performance:** Class attendance is required and expected. Attendance will be taken at each lecture. Arriving late to class, for any reason, will constitute an absence. Anyone with six (6) absences will automatically be dropped from the class and receive an F for the class (CTC Policy). Work or exams for excused absences must be completed and turned in prior to the absence. Students absent will be responsible for acquiring class notes from other class members. Any work or exam not completed will be assigned a grade of zero.

V. EXAMINATIONS

A. Three or four major exams and a comprehensive final exam will be given. The exams will be mainly objective, to be graded by the instructor and returned to the student.

B. A review will be given prior to each exam.

C. **Missed** exams will be scored as a zero.

D. Make-up exams will **not** be given.

VI. SEMESTER GRADE COMPUTATION

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major exams</td>
<td>100 points each</td>
</tr>
<tr>
<td>Project</td>
<td>100 points</td>
</tr>
<tr>
<td>Lab work</td>
<td>100 points</td>
</tr>
<tr>
<td>Final exam</td>
<td>200 points</td>
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</tbody>
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The letter grade for the course is based upon a percentage of total points throughout the semester. Grades will be computed as follows:

\[
100 - 90\% = A \\
89 - 80\% = B
\]
79 – 70% = C  
69 – 60% = D  
59 - 0% = F

VII. NOTES & ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

A. Course Withdrawal: It is the student’s responsibility to officially withdraw from a course if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The withdrawal form must be signed by the student.

CTC Form 59 will be accepted at any time prior to Friday of the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths:

- 10-week session Friday of the 8th week
- 8-week session Friday of the 6th week
- 5-week session Friday of the 4th week

The equivalent date (75% of the semester) will be used for sessions of the other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of “W”, provided the student’s attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the college before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of “F” or “FN” for nonattendance.

B. Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.

C. Incomplete Grade: The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete the requirements for a course…” Prior approval from the instructor is required before a grade of “I” for Incomplete is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an “F” for the course.

D. Cellular Phones and beepers: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.
E. **Americans With Disabilities Act (ADA):** Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at [www.ctcd.edu/disability-support](http://www.ctcd.edu/disability-support) for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

F. **Instructor Discretion:** the instructor reserves the right of final decision in course requirements.

G. **Civility:** Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

H. **Office Hours:** Students are encouraged to take advantage of the instructor’s office hours. No appointment is necessary for such visits.

I. **Unethical Behavior:** Cheating in any form will not be tolerated, and will result in the immediate expulsion from the class.

J. **Arriving Late:** Students are expected to arrive to lecture, labs, and exams on time. Students arriving late not only interrupt the instructor but also the class. Students arrive late to exams will not be given additional time to complete the exam.

K. **Disruptive Behavior:** Any type of student behavior that interferes with the rights of fellow students will not be tolerated. Students using abusive language and engaging in disruptive behavior will be asked to leave the classroom.

VIII. **COURSE OUTLINE**

A. **Lesson One:** Marketing Alternatives

1. **Learning Outcomes:** Upon successful completion of this lesson, the student will:

   a. Define marketing and list the economic importance of a successful marketing program.
   b. Describe and differentiate between marketing alternatives.
   c. List advantages and disadvantages between marketing alternatives.
2. **Learning Activities:**
   a. Classroom lecture and discussion
   b. Instructor will go over each market alternative in class.
   c. Assigned problems demonstrating differences in profits and losses associated with each alternative.
   d. Visitation to a local auction market
   e. Videos on each of the marketing alternatives.

3. **Lesson Outline:**
   a. Auction markets
   b. Direct sales
   c. Electronic marketing
   d. Market integration
   e. Group marketing

B. **Lesson Two:** Shrinkage, Bruising, Crippling, and Death Loss in Market Livestock

1. **Learning Outcomes:** Upon successful completion of this lesson, the student will:
   a. Identify and describe factors affecting shrinkage in livestock.
   b. Identify and describe factors affecting bruising in livestock.
   c. Identify and describe factors affecting crippling in livestock.
   d. Identify and describe factors affecting death loss in livestock.

2. **Learning Activities:**
   a. Classroom lecture and discussion
   b. Identify the economic importance of shrinkage, bruising, crippling, and death losses in livestock.

3. **Lesson Outline:**
   a. Factors affecting shrinkage
   b. Do’s and don’ts of shrinkage
   c. Types of bruising
   d. Location of bruising
   e. Causes of bruising
   f. Prevention of bruising
   g. Crippling and death loss

C. **Lesson Three:** Livestock Market Cycles
1. **Learning Outcomes:** Upon successful completion of this lesson, the student will:
   
a. Define and describe the three types of livestock cycles.
b. Describe how each cycle affects the marketing of cattle, swine, and sheep.
c. Identify the proper time to sell livestock to obtain maximum profits.

2. **Learning Activities:**
   
a. Classroom lecture and discussion.
b. Facts and figures to support each topic.
c. Instructor will discuss each livestock cycle in class.

3. **Lesson Outline:**
   
a. Secular trends - cattle
b. Cyclical trends – cattle
c. Seasonal trends – cattle
d. Secular trends – swine
e. Cyclical trends – swine
f. Seasonal trends – swine
g. Secular trends – sheep
h. Cyclical trends – sheep
i. Seasonal trends – sheep

D. **Lesson Four: Livestock Pricing**

1. **Learning Outcomes:** Upon successful completion of this lesson, the student will:
   
a. List factors affecting livestock prices.
b. Define supply and demand.
c. Describe how supply and demand affect pricing.

2. **Learning Activities:**
   
a. Classroom lecture and discussion.
b. Supply and demand work-study.
c. Videos on supply and demand in the market place.

3. **Lesson Outline:**
   
a. Demand
b. Supply
c. Price differentials
E. Lesson Five: Livestock Evaluation and Grading

1. Learning Outcomes: Upon successful completion of this lesson, the student will:
   a. List and describe factors affecting the value of market cattle.
   b. List the quality grades of market cattle.
   c. List the yield grades of market cattle.
   d. Describe factors affecting the value of a beef carcass.
   e. List factors affecting beef carcass quality grades.
   f. List factors affecting beef carcass yield grades.
   g. List and describe factors affecting the value of market hogs.

2. Learning Activities:
   a. Classroom lecture and discussion.
   b. Instructor will go over each of the grades and their differences.
   c. Assigned problems determining yield grade.

3. Lesson Outline:
   a. Market cattle evaluation
   b. Live cattle quality grades
   c. Live cattle yield grades
   d. History of beef carcass grading
   e. Beef carcass evaluation
   f. Beef carcass quality grades
   g. Beef carcass yield grades
   h. Market hog evaluation
   i. Live hog grading