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.

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

Georgia Department of Education
October 11, 2013 Page 1 of 6
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### Nonverbal Communication
- Communicating Nonverbally
- Reading Body Language and mixed Messages
- Matching Verbal and Nonverbal communication
- Improving Nonverbal Indicators
- Nonverbal Feedback
- Showing Confidence Nonverbally
- Showing Assertiveness

### Written Communication
- Writing Documents
- Constructive Criticism in Writing
- Small Group Communication
- Large Group Communication
- Making Speeches
- Involving the Audience
- Answering Questions
- Visual and Media Aids
- Errors in Presentation

### Speaking
- Using Language Carefully
- One-on-One Conversations
- Things to Include in a Résumé
- Selling Yourself in a Résumé
- Describing Your Job Strengths
- Organizing Your Résumé
- Dressing Up Your Résumé

### Applications and Effective Résumés
- Completing a Job Application
- Writing a Cover Letter
- Terms to Use in a Résumé
- Writing an Electronic Résumé

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

<table>
<thead>
<tr>
<th><strong>Teamwork and Problem Solving</strong></th>
<th><strong>Meeting Etiquette</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking Creatively</td>
<td>Preparation and Participation in Meetings</td>
</tr>
<tr>
<td>Taking Risks</td>
<td>Conducting Two-Person or Large Group Meetings</td>
</tr>
<tr>
<td>Building Team Communication</td>
<td>Inviting and Introducing Speakers</td>
</tr>
<tr>
<td></td>
<td>Facilitating Discussions and Closing</td>
</tr>
<tr>
<td></td>
<td>Preparing Visual Aids</td>
</tr>
<tr>
<td></td>
<td>Virtual Meetings</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th><strong>Problem Solving</strong></th>
<th><strong>Customer Service</strong></th>
<th><strong>The Application Process</strong></th>
<th><strong>Interviewing Skills</strong></th>
<th><strong>Finding the Right Job</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Transferable Job Skills</td>
<td>Gaining Trust and Interacting with Customers</td>
<td>Providing Information, Accuracy and Double Checking</td>
<td>Preparing for an Interview</td>
<td>Locating Jobs and Networking</td>
</tr>
<tr>
<td>Becoming a Problem Solver</td>
<td>Learning and Giving Customers What They Want</td>
<td>Online Application Process</td>
<td>Questions to Ask in an Interview</td>
<td>Job Shopping Online</td>
</tr>
<tr>
<td>Identifying a Problem</td>
<td>Keeping Customers Coming Back</td>
<td>Following Up After Submitting an Application</td>
<td>Things to Include in a Career Portfolio</td>
<td>Job Search Websites</td>
</tr>
<tr>
<td>Becoming a Critical Thinker</td>
<td>Seeing the Customer’s Point</td>
<td>Effective Résumés: Traits Employers are Seeking</td>
<td>Participation in Job Fairs</td>
<td></td>
</tr>
<tr>
<td>Managing</td>
<td>Selling Yourself and the Company</td>
<td>Matching Your Talents to a Job</td>
<td>Considerations Before Taking a Job</td>
<td>Searching the Classified Ads</td>
</tr>
<tr>
<td>Handling Customer Complaints</td>
<td>When a Résumé Should be Used</td>
<td></td>
<td>Using Employment Agencies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strategies for Customer Service</td>
<td></td>
<td>Landing an Internship</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Staying Motivated to Search</td>
<td></td>
</tr>
</tbody>
</table>
1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

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

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.

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

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

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