

Name: _____

Agricultural Marketing

Directions:

Evaluate the student by checking the appropriate number or letter to indicate the degree of competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

Rating Scale:

- 3 Mastered** – can work independently with no supervision
- 2 Requires Supervision** – can perform job completely with limited supervision
- 1 Not Mastered** – requires instruction and close supervision
- N No Exposure** – no experience or knowledge in this area

3	2	1	N	
				The student has mastered the related competencies of Agricultural Science I and II.

3	2	1	N	A. Agricultural Marketing	Notes:
				1. Describe the functions of a marketing program	
				2. Identify goals to be set for the marketing program	
				3. Describe the operation of cash grain markets	
				4. Describe the effect of grain grading on price	
				5. Determine an “asking” price for grain	
				6. Outline alternative grain marketing methods	
				7. Explain how futures are used to market grain	
				8. Describe livestock marketing trends	
				9. Explain how cattle prices are determined	
				10. Explain how the value of market hogs is determined	
				11. Explain the carcass weight and grade method of marketing livestock	
				12. Describe how feeder cattle and feeder pigs are marketed	
				13. Outline methods of marketing livestock using forward contracting and production contracts	
				14. Explain how future markets are used to market livestock	
				15. Explain the importance of basis when marketing agricultural products	
				16. Determine when price protection marketing is appropriate	
				17. Describe marketing and pricing methods for milk	
				18. Explain how dairy products are marketed	
				19. Describe how fluid and blend prices for milk are determined	
				20. Describe factors to consider when outlining marketing strategies	
				Unit:	
				Other:	

3	2	1	N	B. Leadership and Personal Development for Advanced Students	Notes:
				1. Develop a resume and complete a job application	
				2. Develop a plan for finding a job	
				3. Describe how to apply and interview for a job	
				4. Describe the characteristics needed to develop desirable personal and social skills	
				5. Describe the importance and process of developing better human relationships	
				Unit: Explore a career area by investigating entry-level job opportunities at a local agricultural business and writing a résumé and letter of application for a position.	
				Other:	

3	2	1	N	D. Using the <i>Missouri Agricultural Record Book for Secondary Students</i>	Notes:
				1. Complete forms needed to open the Missouri Agricultural Record Book for Secondary Students	
				2. Complete a budget for the SAE program	
				3. Complete inventory and financial statement forms for the Missouri Agricultural Record Book for Secondary Students	
				4. Complete receipt and expenditure forms in the Missouri Agricultural Record Book for Secondary Students	
				5. Complete additional forms in the Missouri Agricultural Record Book for Secondary Students	
				Unit: Demonstrate the ability to use selected forms in the <i>Missouri Agricultural Record Book for Secondary Students</i> by using a list of sample entries to complete the applicable forms in the book.	
				Other:	