

AGRICULTURE DEPARTMENT

Ag. Sales & Marketing

Mr. Adams- Room 149

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Class Website: <http://www.anderson.k12.ky.us/RandyAdams.aspx>

Course Description: This course provides an introduction to agricultural sales and marketing. Course material will include: competition in the agriculture market place, marketing decisions, types of markets, contracting, personal development, employee and employer responsibilities, communications, promotion strategies, records, purchasing materials, stocking, selling and business account procedures.

Course Materials: 1 inch three ring binder, pen, and paper

Core Objectives:

- Dramatize effective salesmanship techniques in agricultural sales and marketing.
- Advertise and promote agricultural products.
- Explore marketing options for agricultural products.
- Utilize agricultural business procedures and record keeping.

Grading Policy: Each activity will be assigned points and assignments are weighted and factor into overall grade. The district grading scale will be used as follows:

A = 100-90

Final Exam = 20%

B = 89-80

Exams and Projects = 35%

C = 79-70

Class Notebook = 20%

D= 69-65

In-Class Work = 25%

F = 64 and below

Code of Conduct:

- Be nice and respectful, easy!
- No tobacco products
- Follow the dress code
- Only use cell phones when allowed
- Have a positive attitude and HAVE A GREAT TIME!

Make Up Work Policy:

- You have **3** school days to make-up work with an excused absence in order to receive full credit. One letter grade will be dropped for each day the assignment is late.
- Students with a long-term absence will be dealt with on an individual basis.
- **Once a unit test has been given, you will not be permitted to make up missing assignments from that unit.**
- Without a doubt, if you are homebound or in ISS your grade will suffer. This class is centered on experiential learning, you cannot complete it from a textbook (we don't even use a textbook). Come to school and stay out of trouble!

Opportunities in FFA

- FFA Dues are \$15. Without a doubt, this is a great investment because of the friends and memories you will make.
- Agriculture Marketing Team, Executive Team, Community Service Events

Dear Parent/Guardian,

I am thrilled to have your child in the Agriculture Sales and Marketing course and hope that they are as excited as I am! My name is Randy Adams and I am a native of Nelson County and Bardstown, Kentucky. I am a product of a strong agriculture education program and I would not be where I am today had I not gotten involved. I feel like it is my turn to give back to the program that allowed me to live the life I have today. That is why I am a teacher and your child is important to me. It is my wish that he/she will be engaged, respected, and encouraged in my classroom.

MOST IMPORTANTLY, please allow and encourage your child to pay their Anderson County FFA dues of \$15 and to get involved in this organization. It will open doors to new opportunities and your child will be able to make new friends and have new experiences. Our local chapter is extremely active and we hold our members to the highest of standards. If your child is at an FFA function, you can be assured that they are around the best and brightest youth in Anderson County. This group of peers is a positive influence on any child and everyone is welcomed to join and get involved.

Lastly, please review the syllabus with your child and complete the form below. A couple of main points you need to know as a parent from the syllabus and behavior guide (Guide to Being Awsome) are:

- **This signed parent letter is due back by Wednesday, November 12th, and is worth 20 points**
- **Your child has 3 days to make up missed assignments. They are responsible for asking for missed work**
- **I will allow your child three trips to the bathroom per trimester. After that each trip is a tardy offense. If your child has special needs please notify me and I will accommodate them!**
- **I will do anything I can to HELP your child grow as long as they put in an equal amount as work as I do. If you need anything, please e-mail me and we will address any problems immediately.**

If you have any questions about the course, student expectations, Anderson County FFA, or anything else please feel free to contact me at the information below.

Thank you!

Randy J. Adams
Randy.adams@anderson.kyschools.us
Phone: 502-839-5118 (ACHS) Ext. 2149

By signing below you are indicating that you have read the course syllabus and parent letter and understand all information contained within.

Parent Signature: _____ Date: _____
Student Printed Name: _____ Date: _____

Parent E-mail (optional): _____