



South Central College

AGEC 2450 Commodity Marketing Strategies

Common Course Outline

Course Information

Description This course covers strategies of commodity marketing of agricultural products. Students will apply marketing principles in various market situations. Students will work with forward contracts, basis contracts, futures contracts, and option strategies in agriculture commodities. Students will develop market plans for agribusiness marketing and input needs. (Prerequisites: AGECE 1100, AGECE 2400)

Total Credits 2

Total Hours 48

Pre/Corequisites

AGECE 2400, AGECE 1100

Course Outcomes

1. Describe commodity buying methods.
2. Describe break even commodity price.
3. Describe grain merchant accounts
4. Calculate grain storage costs.
5. Determine financial considerations to commodity merchandising.
6. Calculate grain bid prices.
7. Complete grain contract examples.
8. Calculate commodity market alternatives.
9. Describe commodity market fundamentals.
10. Analyze market forecasting methods.
11. Record hedging transactions.
12. Record option transactions.
13. Describe price risk management strategies.
14. Compare basic strategies for forward-pricing with options.
15. Compare basic contract marketing programs.
16. Describe synthetic long and short positions.
17. Describe long and short spreads.

18. Calculate target prices for commodities.
19. Describe moving average pricing strategies.
20. Make grain sales/purchase decisions.
21. Compare commodity marketing pricing alternatives.
22. Develop commodity marketing plan.
23. Determine market basis (costs) for alternatives.

SCC Accessibility Statement

Disability Services provides accommodations and other supports to students with permanent and temporary disabilities that affect their SCC experience. Disabilities may include mental health (anxiety, depression, PTSD), ADHD, learning disabilities, chronic health conditions (migraine, fibromyalgia), sensory disabilities, and temporary disabilities (broken arm, surgery). Common accommodations are extended test time, private room for testing, audiobooks, and sign language interpreter.

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