

AG 136  
Agriculture Sales & Service Management  
Imperial Valley College  
Spring 2013

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**Office:** Bldg 2765  
**Office Hours:** MTWR 07:00-08:00 **By Appointment:** M-F  
Lecture Hours: 3

**Course Description** Supervision of people who sell agricultural products and services. Selecting, training, directing, and evaluating personnel. Methods of payment, use of advertising, promotion, incentives, and service. (CSU)

**Course Objectives** Student will:

1. Identify major areas of importance in the field of sales management.
2. Explain sales force activities.
3. Describe the sales organization.
4. Explain the components for developing a sales training program.
5. Describe analysis of sales operations and evaluation of salesmen's productivity.

**Required Text** Agribusiness – Fundamentals & Application, Ricketts, Cliff and K. Ricketts

**General Expectations** Students must comply with all rules and regulations of Standards of Student Conduct outlined in the Imperial Valley College General Catalog.  
**For writing assignments I expect you to demonstrate proficiency in the use of the English Language.** Grammatical errors and writing that do not express ideas clearly will affect your grade. Students who are unable to write correctly and have trouble expressing ideas clearly are urged to contact the appropriate campus resources for assistance.

**Cell Phones and Pagers** I require that all cell phones, pagers and other noise making devices be **turned off or to vibrate** during class. If you must use these devices during class, I ask that you quietly and discretely leave the room. Failure to comply with such rules will earn you the opportunity to give a 5-minute oral presentation on an environmental topic of the instructor's choice during the next class period or to receive an automatic deduction of 20 points from your overall course grade.

**Disability Information** Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP&S) office as soon as possible.  
DSP&S Room 2117, Health Sciences Building, (760) 355-6312

**Late & Absent Policy** If you find that you need to excuse yourself early on rare occasion you should make every effort to get to class early so that you can sit close to the door. This will allow you to leave the room without disrupting the learning environment for your fellow students. Similarly, if you should not be able to avoid being late, it is your responsibility to come in and sit down in a manner that will not be disruptive. Either of these events are NOT to be regular occurrences for any given student. Additionally, it will be the student's responsibility to obtain notes for any missed class time as I do not lend them.

## Class Requirements

Class grading will be based on points in the following distribution:

Attendance/Participation class & department events

100 points

Exams

400 points

## Grading

A = 100 – 90%

B = 89 – 80%

C = 79 – 70%

D = 69 – 60%

F =  $\leq$  59%

Final grades will not be further adjusted as any “rounding” will be done on individual exams, quizzes or assignments.

## Class Participation

Each student is expected to read the assigned material before coming to class. This will enable you to participate in the class discussions. Being able to interact in this manner will have positive effects on your quiz and exam performance.

## Exams

Two exams will be given. Exams may include true/false, short answer, multiple choice, and short essay questions. Exams will be worth 200 points each. **NO MAKE-UP EXAMS!**