

**AN260**  
**Livestock Marketing and Sales**  
**3 Credits**

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## AN260 Version: 5



# Livestock Marketing and Sales

## Calendar Description

This course explores various aspects of market trends, issues, and strategies related to the marketing of livestock. The course will explore fundamentals of both sales and marketing as they relate to commercial and registered livestock operations.

## Rationale

This is a required course for the Animal Science Technology students. Efficient production is not enough to guarantee profit. Well managed sales and marketing enhances the financial success of a livestock operation.

## Prerequisites

None

## Co-Requisites

None

## Course Learning Outcomes

Upon successful completion of this course, students will be able to

1. define and describe the elements of marketing.
2. choose a marketing strategy for a range of products and services.
3. describe livestock marketing methods used in Canada.
4. explain factors affecting livestock markets in Canada.
5. explain basic components of a value-added marketing plan.
6. discuss the elements of marketing plans for registered livestock enterprises.
7. describe basic elements of sales techniques and management.

## Resource Materials

### **Required Text(s):**

None

### **Reference Text(s):**

Agriculture and Agri-Food Canada. (1998). *Managing market risk*. Ottawa: Minister of Public Works and Government Services.

Canadian Farm Business Management Council. (2009). *Marketing for profit*.

## Conduct of Course

Classroom lectures are used to present appropriate background material. Classroom time will also consist of problem solving exercises, quizzes, case studies, and discussion of marketing concepts and issues.

Assignments are used to further develop the students understanding of concepts learned in the classroom.

## Evaluation Procedures

Quizzes	30%
Assignments	30%
Projects	40%
Total	100%

## Grade Equivalents and Course Pass Requirements

*A minimum grade of D (50%) (1.00) is required to pass this course.*

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

**Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.**

## Attendance

Classroom and laboratory attendance is considered vital to the learning process and as significant to the students' evaluation as examinations and reports.

- a. Students having a combination of excused and/or unexcused absence of 20 percent or higher for the scheduled course hours will be required to withdraw and will automatically receive a "RW" (required withdrawal) for the course, regardless of any other evaluation results. (RW is a failing grade.)
- b. An excused absence is one that is verified with your Instructor. Verification should be prior to the absence or the next class day following the absence. Verification of the absence may take the form of a note from your doctor/College nurse regarding illness, or a note from another Instructor regarding a field trip or other activity, or authorization by your Instructor. An unexcused absence is anything NOT verified by the instructor prior to the absence or the next class day following the absence.

NOTE: Any exceptions to the above attendance policy (e.g. timetable conflicts, work-related issues) must be approved in writing by the Department Chair prior to the beginning of the course.

It is the students' responsibility to know their own absentee record.

Normal hours are 8:30 a.m. to 6:30 p.m., with potential for evening courses, exams or extended field trips. Students are expected to be available for classes during these times.

## Course Units/Topics

1. Introduction to marketing theory
2. Analysis of livestock markets
4. Using breakevens as a marketing tool
6. Overview of supply managed marketing in Canada
7. Value added marketing
9. Purebred/registered livestock marketing
10. Basic sales techniques and sales management



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