

Colorado AFNR Course Scope and Sequence

Course Name	Agriculture Sales and Marketing		Course Details	Level III course in the Agriculture Business pathway.	
			Course = 0.50 Carnegie Unit Credit		
Course Description	The selling and marketing of real-life agriculture products will be the focus of the class. The student will learn step-by-step sales techniques, stage presence, self-evaluation of voice, habits, abilities in sales, and understanding of sales careers. In marketing of the products: topics covered include market research, trade, and competition and pricing in relation to the development of a marketing plan for commodities or other agricultural products or services. Students will continue progress in FFA Leadership skills as well as strengthening their Supervised Agricultural Experience.				
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered.				
SCED Identification #	18204	Schedule calculation based on 60% of a semester instructional time. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Unit Number, Title and Brief Description	Suggested % of Instructional Time	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Evaluate a current agricultural product and develop a sales plan. Should include customer features/benefits, target audience, and development of new or utilization of current sales materials for a given product.	6	ABS.05. Use sales and marketing principles to accomplish AFNR business objectives.	ABS.05.02: Assess and apply sales principles and skills to accomplish AFNR business objectives.	ABS.05.02.01.a. Identify and explain components of the sales process for AFNR businesses (e.g., understanding needs, develop solutions, close sale, etc.). ABS.05.02.01.b. Apply the sales process to AFNR businesses and communicate ways of accomplishing the businesses' goals and objectives. ABS.05.02.01.c. Analyze the sales process of AFNR businesses and create	

				<p>methods to suggest improvements.</p> <p>ABS.05.02.02.a. Research and summarize examples of different types of sales calls used in AFNR businesses (e.g., cold calls, face-to-face meetings, follow up calls, etc.).</p> <p>ABS.05.02.02.b. Assess different customer reactions that could be encountered during different types of sales calls used in AFNR businesses and prepare an appropriate response (e.g., objections, competitor prices, competing products, post-sale service, complaints about product, etc.).</p> <p>ABS.05.02.02.c. Create strategies for developing plans for different types of sales calls used in AFNR businesses.</p>	
<p>Understand the steps in the sales process and develop a sales presentation for a one-on-one situation. Components of the sales presentation should include determining needs/wants, features/benefits, handling customer objections, suggestive</p>	15	<p>ABS.05. Use sales and marketing principles to accomplish AFNR business objectives.</p>	<p>ABS.05.02. Assess and apply sales principles and skills to accomplish AFNR business objectives.</p>	<p>ABS.05.02.01.a. Identify and explain components of the sales process for AFNR businesses (e.g., understanding needs, develop solutions, close sale, etc.).</p> <p>ABS.05.02.01.b. Apply the sales process to AFNR businesses and communicate ways of accomplishing the businesses' goals and objectives.</p>	

<p>selling, closing the sale, and follow-up with customer.</p>				<p>ABS.05.02.01.c. Analyze the sales process of AFNR businesses and create methods to suggest improvements.</p> <p>ABS.05.02.02.a. Research and summarize examples of different types of sales calls used in AFNR businesses (e.g., cold calls, face-to-face meetings, follow up calls, etc.).</p> <p>ABS.05.02.02.b. Assess different customer reactions that could be encountered during different types of sales calls used in AFNR businesses and prepare an appropriate response (e.g., objections, competitor prices, competing products, post-sale service, complaints about product, etc.).</p> <p>ABS.05.02.02.c. Create strategies for developing plans for different types of sales calls used in AFNR businesses.</p>	
<p>Understand marketing strategies related to and within the content of agriculture sales.</p> <p>Components may include a benefit and cost analysis</p>	<p>8</p>	<p>ABS.05. Use sales and marketing principles to accomplish AFNR business objectives.</p>	<p>ABS.05.01. Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.</p>	<p>ABS.05.01.02.b. Compare and contrast different forms of market competition and how they can be applied to different AFNR businesses.</p> <p>ABS.05.01.02.a. Research and summarize different forms of market competition found in</p>	

<p>Second component may include online marketing (including social media)</p> <p>Third component may include value added and niche marketing.</p>			<p>ABS.05.03. Performance Indicator: Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.</p>	<p>AFNR businesses (e.g., direct competitors, indirect competitors, replacement competitors, etc.).</p> <p>ABS.05.03.02.a. Research and categorize different strategies used in marketing programs for AFNR businesses (e.g., Internet, direct to customer, social media, etc.).</p> <p>ABS.05.03.01.b. Assess and select appropriate alternative marketing strategies (e.g. value-adding, branding, niche marketing, etc.). for AFNR businesses using established marketing principles</p>	
<p>Understand commodity marketing. First component can include the purpose of commodity marketing.</p> <p>Second component can include the structure of the markets, including the names of the markets, the location of the market, and the products that are traded.</p> <p>Third component can include types of</p>	<p>15</p>	<p>ABS.05.03. Performance Indicator: Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.</p> <p>ABS.05.01. Performance Indicator: Analyze the role of</p>	<p>ABS.05.03.02.a. Research and categorize different strategies used in marketing programs for AFNR businesses (e.g., Internet, direct to customer, social media, etc.).</p> <p>ABS.05.03.02.b. Compare and contrast the strategies of marketing for products and services used in AFNR businesses (e.g., direct marketing, commodities, etc.).</p> <p>ABS.05.01.01.a. Distinguish and explain markets related</p>	<p>ABS.05. CCTC Standard: Use sales and marketing principles to accomplish AFNR business objectives.</p> <p>ABS.05. CCTC Standard: Use sales and marketing</p>	<p>Understand commodity marketing. First component can include the purpose of commodity marketing.</p> <p>Second component can include the structure of the markets, including the names of the markets, the location of the</p>

<p>markets (cash, forward, futures), and common vocabulary (hedging for long and short term goals, options, size, margins, basis)</p> <p>Fourth component could include a commodity marketing activity (commodity challenge.com)</p>		<p>markets, trade, competition and price in relation to an AFNR business sales and marketing plans.</p>	<p>to AFNR businesses (e.g. commodity markets, energy markets, etc.).</p> <p>ABS.05.01.01.b. Analyze and describe the role of trade and price in the market structure as it relates to AFNR businesses.</p> <p>ABS.05.01.01.c. Evaluate and predict future trends for a specific AFNR product as related to markets, trade and price (e.g., corn, oil, wheat, etc.).</p>	<p>principles to accomplish AFNR business objectives.</p>	<p>market, and the products that are traded.</p> <p>Third component can include types of markets (cash, forward, futures), and common vocabulary (hedging for long and short term goals, options, size, margins, basis)</p> <p>Fourth component could include a commodity marketing activity (commodity challenge.com)</p>
<p>Understand the creation of a marketing plan for an agri-business.</p> <p>First component can include the mission statement.</p>	<p>6</p>	<p>ABS.05.02. Performance Indicator: Assess and apply sales principles and skills to accomplish AFNR business objectives.</p> <p>ABS.05.03. Performance Indicator: Assess marketing principles and develop marketing plans to</p>	<p>ABS.05.02.02.c. Create strategies for developing plans for different types of sales calls used in AFNR businesses.</p> <p>ABS.05.03.03.a. Research and summarize the purpose, components and process to</p>	<p>ABS.05. CCTC Standard: Use sales and marketing principles to accomplish AFNR business objectives.</p> <p>ABS.05. CCTC Standard: Use sales and marketing principles to accomplish AFNR business objectives.</p>	

<p>Second component can include identification of target market</p> <p>Third components can include long term and short term goals, profit and loss projections, industry trends, and product sample</p>		<p>accomplish AFNR business objectives</p> <p>ABS.05.02. Performance Indicator: Assess and apply sales principles and skills to accomplish AFNR business objectives.</p>	<p>develop marketing plans for AFNR businesses.</p> <p>ABS.05.02.02.a. Research and summarize examples of different types of sales calls used in AFNR businesses (e.g., cold calls, face-to-face meetings, follow up calls, etc.).</p>	<p>ABS.05. CCTC Standard: Use sales and marketing principles to accomplish AFNR business objectives.</p>	
<p>Understand world food markets and their impact around the globe</p> <p>First component could include identification of commonly traded commodities on an international scale</p> <p>Second component could include the impact of trade laws in foreign policy</p>	<p>10</p>	<p>ABS.01.01. Performance Indicator: Apply micro- and macroeconomic principles to plan and manage inputs and outputs in an AFNR business.</p> <p>ABS.01.01. Performance Indicator: Apply micro- and macroeconomic principles to plan and manage inputs and outputs in an AFNR business.</p>	<p>ABS.01.01.02.a. Examine and provide examples of macroeconomic principles related to AFNR businesses (e.g., Gross Domestic Product, inflation, capital accounts, unemployment rate, etc.).</p> <p>ABS.01.01.02.b. Analyze and describe the relationship between AFNR business and industry outputs and domestic and global macroeconomic trends (e.g.,</p>	<p>ABS.01. CCTC Standard: Apply management planning principles in AFNR businesses.</p> <p>ABS.01. CCTC Standard: Apply management planning principles in AFNR businesses.</p>	

<p>Third component could include the identification of other supplier and consumers on an international scale</p>		<p>ABS.01.03. Performance Indicator: Devise and apply management skills to organize and run an AFNR business in an efficient, legal and ethical manner.</p>	<p>Gross Domestic Product, national income, rate of growth, price levels, etc.).</p> <p>ABS.01.03.02.b. Assess and describe the positive and negative impact of local, state, federal, international and industry regulations on the management and operation of AFNR businesses.</p>	<p>ABS.01. CCTC Standard: Apply management planning principles in AFNR businesses.</p>	
<p>Fourth component could include an analysis of current US trade situations with foreign countries and their impact to the US consumer and agricultural producers</p>		<p>ABS.05.01. Performance Indicator: Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.</p>	<p>ABS.05.01.01.b. Analyze and describe the role of trade and price in the market structure as it relates to AFNR businesses.</p>	<p>ABS.05. CCTC Standard: Use sales and marketing principles to accomplish AFNR business objectives.</p>	