

Colorado AFNR Course Scope and Sequence

Course Name	Agriculture Sales and Marketing		Course Details	Level 3 course in the Agribusiness pathway.		
			Course = 0.50 Carnegie Unit Credit			
<b>Course Description</b>	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 projects; topic covered include market researching, 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 strengthen their Supervised Agriculture Experience.					
<b>Note:</b>	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 <a href="https://www.cde.state.co.us/standardsandinstruction/essentialskills">https://www.cde.state.co.us/standardsandinstruction/essentialskills</a>						
Unit Number, Title and Brief Description	Suggested % of Instructional Time	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration	
<b>Unit 1: Evaluate a current agriculture product and develop a sales plan</b> <ul style="list-style-type: none"> <li>Should include customer features/benefits, target audience, and development of new or utilization of current sales materials for a given product.</li> </ul>	6%	<b>ABS.05.</b> Use sales and marketing principles to accomplish AFNR business objectives.	<b>ABS.05.02:</b> Assess and apply sales principles and skills to accomplish AFNR business objectives. <a href="#">ELA: RW.H1.1.2</a> <a href="#">RW.H2.1.2</a> <a href="#">RH.9-10.7</a> <a href="#">RH.11-12.7</a>	<b>ABS.05.02.01.a.</b> Identify and explain components of the sales process for AFNR businesses (e.g., understanding needs, develop solutions, close sale, etc.).  <b>ABS.05.02.01.b.</b> Apply the sales process to AFNR businesses and communicate ways of accomplishing the businesses' goals and objectives.  <b>ABS.05.02.01.c.</b> Analyze the sales process of AFNR businesses and create		

				<p>methods to suggest improvements.</p> <p><b>ABS.05.02.02.a.</b> 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><b>ABS.05.02.02.b.</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><b>ABS.05.02.02.c.</b> Create strategies for developing plans for different types of sales calls used in AFNR businesses.</p>	
<p><b>Unit 2: Understand the steps in the sales process and develop a sales presentation for a one on one situation</b></p> <ul style="list-style-type: none"> <li>Components of the sales presentation should include determining needs/wants, features/benefits,</li> </ul>	15%	<p><b>ABS.05.</b> Use sales and marketing principles to accomplish AFNR business objectives.</p>	<p><b>ABS.05.02:</b> Assess and apply sales principles and skills to accomplish AFNR business objectives.</p> <p><a href="#">ELA: RW.H1.1.2</a> <a href="#">RW.H2.1.2</a> <a href="#">RH.9-10.7</a> <a href="#">RH.11-12.7</a></p>	<p><b>ABS.05.02.01.a.</b> Identify and explain components of the sales process for AFNR businesses (e.g., understanding needs, develop solutions, close sale, etc.).</p> <p><b>ABS.05.02.01.b.</b> Apply the sales process to AFNR businesses and communicate ways of</p>	

<p>handling customer objections, suggestive selling, closing the sale, and follow-up with customer</p>				<p>accomplishing the businesses' goals and objectives.</p> <p><b>ABS.05.02.01.c.</b> Analyze the sales process of AFNR businesses and create methods to suggest improvements.</p> <p><b>ABS.05.02.02.a.</b> 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><b>ABS.05.02.02.b.</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><b>ABS.05.02.02.c.</b> Create strategies for developing plans for different types of sales calls used in AFNR businesses.</p>	
<p><b>Unit 3: Understanding marketing strategies related to within the content of agriculture sales</b></p>	<p>8</p>	<p><b>ABS.05.</b> Use sales and marketing principles to accomplish AFNR business objectives.</p>	<p><b>ABS.05.01.</b> Analyze the role of markets, trade, competition and price in relation to an AFNR</p>	<p><b>ABS.05.01.02.b.</b> Compare and contrast different forms of market competition and how they</p>	

<ul style="list-style-type: none"> <li>• Components may include benefits and cost analysis</li> <li>• Second component may include online marketing (including social media)</li> <li>• Third component may include value added and niche marketing</li> </ul>			<p>business sales and marketing plans.</p> <p><b>ABS.05.03.</b> Assess marketing principles and develop marketing plans to accomplish AFNR business objectives. <i>ELA: RW.H1.2.3</i> <i>RW.H2.2.3</i> <i>RST.9-10.4</i> <i>RST.11-12.4</i> <i>RW.H1.3.2</i> <i>RW.H2.3.2</i> <i>RH.9-10.7</i> <i>RH.11-12.7</i> <i>RW.H1.1.2</i> <i>RW.H2.12</i></p>	<p>can be applied to different AFNR businesses.</p> <p><b>ABS.05.01.02.a.</b> Research and summarize different forms of market competition found in AFNR businesses (e.g., direct competitors, indirect competitors, replacement competitors, etc.).</p> <p><b>ABS.05.03.02.a.</b> Research and categorize different strategies used in marketing programs for AFNR businesses (e.g., Internet, direct to customer, social media, etc.).</p> <p><b>ABS.05.03.01.b.</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><b>Unit 4: Understand Commodity marketing</b></p> <ul style="list-style-type: none"> <li>• First component can include the purpose can include the purpose of commodity marketing</li> <li>• Second component can include the structure of the</li> </ul>	15%	<p><b>ABS.05.</b> Use sales and marketing principles to accomplish AFNR business objectives.</p>	<p><b>ABS.05.01.</b> Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.</p> <p><b>ABS.05.03.</b> Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.</p>	<p><b>ABS.05.03.02.a.</b> Research and categorize different strategies used in marketing programs for AFNR businesses (e.g., Internet, direct to customer, social media, etc.).</p> <p><b>ABS.05.03.02.b.</b> Compare and contrast the strategies of marketing for products and services used in AFNR businesses (e.g.,</p>	

<p>markets, including the names of the markets, the location of the markets and the products that are traded.</p> <ul style="list-style-type: none"> <li>• Third component can include types of market (cash, forward, futures) and common vocabulary (hedging, for long and short term goals, options, size, margins, basis)</li> </ul>			<p><i>ELA: RW.H1.2.3</i> <i>RW.H2.2.3</i> <i>RST.9-10.4</i> <i>RST.11-12.4</i> <i>RW.H1.3.2</i> <i>RW.H2.3.2</i> <i>RH.9-10.7</i> <i>RH.11-12.7</i> <i>RW.H1.1.2</i> <i>RW.H2.12</i></p>	<p>direct marketing, commodities, etc.).</p> <p><b>ABS.05.01.01.a.</b> Distinguish and explain markets related to AFNR businesses (e.g. commodity markets, energy markets, etc.).</p> <p><b>ABS.05.01.01.b.</b> Analyze and describe the role of trade and price in the market structure as it relates to AFNR businesses.</p> <p><b>ABS.05.01.01.c.</b> 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><b>Unit 5: Understand the creation of a marketing plan for an agribusiness</b></p> <ul style="list-style-type: none"> <li>• First component can include the mission statement.</li> <li>• Second component can include identification of target market</li> <li>• Third component can include long term and short term goals, profit and loss</li> </ul>	6%	<p><b>ABS.05.</b> Use sales and marketing principles to accomplish AFNR business objectives.</p>	<p><b>ABS.05.02:</b> Assess and apply sales principles and skills to accomplish AFNR business objectives.</p> <p><i>ELA: RW.H1.1.2</i> <i>RW.H2.1.2</i> <i>RH.9-10.7</i> <i>RH.11-12.7</i></p> <p><b>ABS.05.03.</b> Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.</p> <p><i>ELA: RW.H1.2.3</i> <i>RW.H2.2.3</i> <i>RST.9-10.4</i> <i>RST.11-12.4</i> <i>RW.H1.3.2</i></p>	<p><b>ABS.05.02.02.c.</b> Create strategies for developing plans for different types of sales calls used in AFNR businesses</p> <p><b>ABS.05.03.03.a.</b> Research and summarize the purpose, components and process to develop marketing plans for AFNR businesses.</p> <p><b>ABS.05.02.02.a.</b> Research and summarize examples of different types of sales calls used in AFNR businesses (e.g., cold calls, face-to-face</p>	

<p>projections, industry trends, and product samples.</p>			<p><a href="#">RW.H2.3.2</a> <a href="#">RH.9-10.7</a> <a href="#">RH.11-12.7</a> <a href="#">RW.H1.1.2</a> <a href="#">RW.H2.12</a></p>	<p>meetings, follow up calls, etc.).</p>	
<p><b>Unit 6: Understand world food markets and their impact around the globe.</b></p> <ul style="list-style-type: none"> <li>• First component could include identification of commonly traded commodities on an international scale.</li> <li>• Second component could include the impact of trade law in foreign policy</li> <li>• Third component could include the identification of other supplier and consumers on an international scale</li> <li>• Fourth component could include an analysis of current US trade situations with foreign countries and their impact to the US consumer and agricultural producers.</li> </ul>	<p>10%</p>	<p><b>ABS.01.</b> Apply management planning principles in AFNR businesses.</p>	<p><b>ABS.01.01.</b> Apply micro- and macroeconomic principles to plan and manage inputs and outputs in an AFNR business. <a href="#">ELA: RW.H1.2.3</a> <a href="#">RW.H2.2.3</a> <a href="#">RST.9-10.4</a> <a href="#">RST.9-10.4</a> <a href="#">MATH: MA.HS.S-ID.C</a> <a href="#">MA.HS.S-IC.B</a></p> <p><b>ABS.01.03.</b> Devise and apply management skills to organize and run an AFNR business in an efficient, legal and ethical manner. <a href="#">ELA: RW.H1.1.2</a> <a href="#">RW.H2.1.2</a> <a href="#">RW.H1.2.3</a> <a href="#">RW.H2.2.3</a> <a href="#">RST.9-10.4</a> <a href="#">RST.11-12.4</a></p> <p><b>ABS.05.01.</b> Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.</p>	<p><b>ABS.01.01.02.a.</b> Examine and provide examples of macroeconomic principles related to AFNR businesses (e.g., Gross Domestic Product, inflation, capital accounts, unemployment rate, etc.).</p> <p><b>ABS.01.01.02.b.</b> Analyze and describe the relationship between AFNR business and industry outputs and domestic and global macroeconomic trends (e.g., Gross Domestic Product, national income, rate of growth, price levels, etc.).</p> <p><b>ABS.01.03.02.b.</b> Assess and describe the positive and negative impact of local, state, federal, international and industry regulations on the management and</p>	

				<p>operation of AFNR businesses.</p> <p><b>ABS.05.01.01.b.</b> Analyze and describe the role of trade and price in the market structure as it relates to AFNR businesses.</p>	

**CAS Academic Standards Alignment:** Online Version: <https://www.cde.state.co.us/apps/standards/>; Download version: <https://www.cde.state.co.us/apps/standards/>

**Reading, Writing, and Communicating:**

- RW.H1.1.2 – Organize and develop credible presentations tailored to purpose and audience.
- RW.H2.1.2 – Integrate credible, accurate information into appropriate media and formats to meet an audience’s needs
- RW.H1.2.3 – Utilize context, parts of speech, grammar, and word choice to understand narrative, argumentative, and informational texts.
- RW.H2.2.3 – Understand how language influences the comprehension of narratives, argumentative, and informational texts.
- RW.H1.3.2 – Write informative/explanatory texts using complex ideas and organizational structure and features that are useful to audience comprehension.
- RW.H2.3.2 – Write informative/explanatory texts to examine and convey complex ideas through the effective selection, organization, and analysis of content.
- RST.9-10.4 - Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to *grades 9-10 texts and topics*.
- RST.11-12.4 - Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to *grades 11-12 texts and topics*.
- RH.9-10.7 - Integrate quantitative or technical analysis (e.g., charts, research data) with qualitative analysis in print or digital text.
- RH.11-12.7 - Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, as well as in words) in order to address a question or solve a problem.

**Math:**

- MA.HS.S-ID.C – Interpreting Categorical & Quantitative Data: Interpret linear models.

- MA.HS.S-IC.B – Making inferences & Justifying Conclusions: Make inferences and justify conclusions from sample surveys, experiments, and observational studies.

### **Science:**

#### **Essential Skills:**

##### Problem Solver:

- **Critical Thinking and Analysis:** The ability to apply a deliberate process of identifying problems, gathering information, and weighing possible solutions, including: making choices rooted in understanding patterns, cause-and-effect relationships, and the impacts that a decision can have on the individual and others.
- **Creativity and innovation:** the ability to demonstrate curiosity and imagination through experimenting with new and emerging ideas.

##### Communicator:

- **Digital Literacy:** the ability to learn, access, and evaluate information through digital platforms and networks using digital devices, including: the practice of digital citizenship and the prevention of cyberbullying, norms of appropriate, and responsible behavior and discourse.
- **Data Literacy:** the ability to identify, collect, evaluate, analyze, interpret, present, and protect data.

##### Empowered Individual:

- **Self-Management:** the ability to manage one's emotions, thoughts, and behaviors effectively in different situation and to achieve goals and aspirations, including: the capacity to delay gratification, manage stress, stay productive and accountability, and feel motivation & agency to accomplish personal/collective goals.

##### Community Member:

- **Global and cultural awareness:** the ability to collaborate with individuals from diverse backgrounds and/or cultures to address national and global issues, and to develop complex, appropriate, and workable solutions.