

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.	<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>ABS.05.02.01.c. Analyze the sales process of AFNR businesses and create</p>	

				<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>	

