

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			
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 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.					
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	
Unit 1: Evaluate a current agriculture 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. ELA: RW.H1.1.2 RW.H2.1.2 RH.9-10.7 RH.11-12.7	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 methods to suggest improvements. 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.). 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.). ABS.05.02.02.c. Create strategies for developing plans for different types of sales calls used in AFNR businesses.	
Unit 2: Understand the steps in the sales process and develop a sales presentation for a one on one situation Components of the sales presentation	15%	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. ELA: RW.H1.1.2 RW.H2.1.2 RH.9-10.7 RH.11-12.7	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.).	

should include determining needs/wants, features/benefits, handling customer objections, suggestive selling, closing the sale, and follow-up with customer				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 methods to suggest improvements. 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.). 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.). ABS.05.02.02.c. Create strategies for developing plans for different types of	
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				sales calls used in AFNR businesses.	
Unit 3: Understanding marketing strategies related to within the content of agriculture sales • Components may include benefits and cost analysis • Second component may include online marketing (including social media) • Third component may include value added and niche marketing	8	ABS.05. Use sales and marketing principles to accomplish AFNR business objectives.	ABS.05.01. Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans. ABS.05.03. Assess marketing principles and develop marketing plans to accomplish AFNR business objectives. ELA: RW.H1.2.3 RW.H2.2.3 RST.9-10.4 RST.11-12.4 RW.H1.3.2 RW.H2.3.2 RH.9-10.7 RH.11-12.7 RW.H1.1.2 RW.H2.12	ABS.05.01.02.b. Compare and contrast different forms of market competition and how they can be applied to different AFNR businesses. ABS.05.01.02.a. Research and summarize different forms of market competition found in AFNR businesses (e.g., direct competitors, indirect competitors, replacement competitors, etc.). 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.). 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	
Unit 4: Understand Commodity marketing	15%	ABS.05. Use sales and marketing principles to accomplish AFNR business objectives.	ABS.05.01. Analyze the role of markets, trade, competition and price in relation to an AFNR	ABS.05.03.02.a. Research and categorize different strategies used in marketing programs for	

- First component can include the purpose can include the purpose of commodity marketing - Second component can include the structure of the markets, including the names of the markets, the location of the markets and the products that are traded. - Third component can include types of market (cash, forward, futures) and common vocabulary (hedging, for long and short term goals, options, size, margins, basis)			business sales and marketing plans. ABS.05.03. Assess marketing principles and develop marketing plans to accomplish AFNR business objectives. ELA: RW.H1.2.3 RW.H2.2.3 RST.9-10.4 RST.11-12.4 RW.H1.3.2 RW.H2.3.2 RH.9-10.7 RH.11-12.7 RW.H1.1.2 RW.H2.12	AFNR businesses (e.g., Internet, direct to customer, social media, etc.). 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.). ABS.05.01.01.a. Distinguish and explain markets related to AFNR businesses (e.g. commodity markets, energy markets, etc.). ABS.05.01.01.b. Analyze and describe the role of trade and price in the market structure as it relates to AFNR businesses. 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.).	
Unit 5: Understand the creation of a marketing plan for an agribusiness First component can include the	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. ELA: RW.H1.1.2 RW.H2.1.2	ABS.05.02.02.c. Create strategies for developing plans for different types of sales calls used in AFNR businesses	

mission statement. • Second component can include identification of target market • Third component can include long term and short term goals, profit and loss projections, industry trends, and product samples.			<i>RH.9-10.7</i> <i>RH.11-12.7</i> ABS.05.03. 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>	ABS.05.03.03.a. Research and summarize the purpose, components and process to develop marketing plans for AFNR businesses. 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.).	
Unit 6: Understand world food markets and their impact around the globe. • First component could include identification of commonly traded commodities on an international scale. • Second component could include the impact of trade law in foreign policy • Third component could include the	10%	ABS.01. Apply management planning principles in AFNR businesses.	ABS.01.01. Apply micro- and macroeconomic principles to plan and manage inputs and outputs in an AFNR business. <i>ELA: RW.H1.2.3</i> <i>RW.H2.2.3</i> <i>RST.9-10.4</i> <i>RST.9-10.4</i> <i>MATH: MA.HS.S-ID.C</i> <i>MA.HS.S-IC.B</i> ABS.01.03. Devise and apply management skills to organize and run an AFNR business in an efficient, legal and ethical manner.	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.). ABS.01.01.02.b. Analyze and describe the relationship between AFNR business and industry outputs and domestic and global macroeconomic trends (e.g., Gross Domestic	

identification of other supplier and consumers on an international scale Fourth component could include an analysis of current US trade situations with foreign countries and their impact to the US consumer and agricultural producers.			ELA: RW.H1.1.2 RW.H2.1.2 RW.H1.2.3 RW.H2.2.3 RST.9-10.4 RST.11-12.4 ABS.05.01. Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.	Product, national income, rate of growth, price levels, etc.). 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. ABS.05.01.01.b. Analyze and describe the role of trade and price in the market structure as it relates to AFNR businesses.	

Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Standard 1: Oral Expression and Listening

Prepared Graduate 1: *Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.*

Students collaborate to develop marketing plans, evaluate sales strategies, analyze agricultural markets, and assess domestic and global market conditions while working through authentic AFNR business scenarios.

Prepared Graduate 2: *Deliver effective oral presentations for varied audiences and varied purposes.*

Students present marketing plans, sales strategies, market analyses, and business recommendations using professional communication skills appropriate for agricultural business clients, stakeholders, and industry audiences.

Standard 2: Reading for All Purposes

Prepared Graduate 4: *Read a wide range of informational texts to build knowledge and to better understand the human experience.*

Students analyze market reports, trade information, economic data, marketing plans, sales materials, industry trends, and international trade information to understand agricultural business, marketing, and global food systems.

Prepared Graduate 5: *Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.*

Students develop and apply specialized vocabulary related to commodity markets, futures markets, hedging, pricing, trade, marketing, sales, consumer behavior, and international agriculture to communicate effectively in agricultural business settings.

Standard 3: Writing and Composition

Prepared Graduate 6: *Craft arguments using techniques specific to the genre.*

Students evaluate marketing strategies, analyze trade and pricing structures, assess domestic and international market conditions, and justify business and marketing decisions using economic data, market research, and industry trends.

Prepared Graduate 7: *Craft informational/explanatory texts using techniques specific to the genre.*

Students develop marketing plans, summarize market research, explain sales strategies, analyze trade relationships, and communicate recommendations using professional agricultural business writing.

Standard 4: Research Inquiry and Design

Prepared Graduate 10: *Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.*

Students research agricultural markets, commodity pricing, consumer demand, sales strategies, marketing practices, macroeconomic trends, international trade, foreign policy, and global food markets to develop marketing plans and evaluate business opportunities within AFNR industries.

Note: *Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.*