



AGMT 102: AG SALES AND MARKETING

Proposer:
Name:

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Effective Term:

Fall 2025

Does this course use a CA Common Course Number

No

Credit Status:

Credit - Degree Applicable

Subject:

AGMT - Agricultural Management

Course Number:

102

Discipline:

And/Or	(Discipline)
		Agricultural Business and Related Services	
Or		Agricultural Production (Animal science, plant science, beekeeping, aquaculture)	

Catalog Title

Ag Sales and Marketing

COS Course Description

This course involves the study of principles and practices of the selling process including selling strategies, approaches, why and how people buy, prospecting, territory management, and customer service. Students will also learn self-management, communication, and interpersonal skills necessary in developing managerial abilities, leadership qualities, and facilitating teamwork within the agribusiness sector.

Method of Instruction:

Distance Education
Lecture and/or Discussion

Course Units/Hours:
Course Units Minimum:

3

Lecture Hours Minimum (week)

3

Lab Hours Minimum (week)

0

Activity Hours Minimum (week)

0

Total Contact Hours Minimum (semester)

52.5

**Total Outside Hours Minimum (semester)**

105

Total Student Learning Minimum Hours (semester)

157.5

Repeatability:

No

Open Entry/Exit:

No

Field Trips:

Not Required

Grade Mode:

Standard Letter

TOP Code:

011200 - * Agriculture Business, Sales and Service

SAM Code:

C - Clearly Occupational

Course Content**COS Methods of Evaluation:**

Multiple choice tests
 Oral presentations
 Problem solving assignments or activities
 Problem solving quizzes or exams
 Short answer quizzes or exams
 Skill demonstrations
 Written essays or extended papers

COS Course Topics:

COS Course Topics	
1	Introduction to the scope and variety of the sales industry.
2	Agricultural leadership: styles and leadership, characteristics of successful leadership, and teamwork in organizations
3	Overview of relationship selling: why and how people buy, consultative sales, and the importance of long term relationships
4	Communication skills: behavioral styles and communication techniques, overcoming barriers in communication, effective listening skills and non-verbal communication
5	Prospecting
6	The sales presentation: approach, presentation/demonstration, features and benefits, negotiations, objections, closing and post-closing follow-up
7	Sales ethics: social responsibility and ethics, factors affecting ethical choices and criteria for ethical decision making
8	Practical exercises in developing collateral marketing materials, developing social media marketing, presentation management and formal sales presentations

COS Course Objectives:

COS Course Objectives	
1	Recognize and understand the characteristics needed for successful agribusiness sales.
2	Analyze and apply the component parts and dynamics of the sales process.
3	Explain the benefits of providing post-sales customer service for agricultural customers.

4	Create and deliver formal sales presentations utilizing computer presentation software demonstrating effective public speaking skills.
5	Define leadership and the characteristics of successful leadership.
6	Demonstrate interpersonal and organizational communication skills.
7	Demonstrate principles of effective listening, overcoming communication barriers, and effective verbal and non-verbal communication.
8	Explain social responsibility and ethics, factors affecting ethical choices, criteria for ethical decision-making.

Course Outcomes:

Course Outcomes	
1	Students will be able apply the selling process to deliver a professional sales presentation for an agriculture service or product using learned sales strategies and techniques.
2	Students will be able to develop a detailed marketing plan for a new agriculture product or service.

Assignments:

Assignment Type:	Details
Reading	Students will be required to read assigned chapters covering class content from the text and be prepared to discuss the reading during class sessions.
Writing	Students will create a marketing plan and sample marketing materials for a new agriculture product and/or service.
Homework	Students will have to identify and describe different closing techniques.

Representative Texts, Manuals, and/or OER that is equivalent, Other Support Materials:

Texts used by individual institutions and even individual sections will vary. The list of representative texts must include at least one text with a publication date within five (5) years of the course outline approval date.

COS Textbooks or other support materials

Resource Type:	Details
Books	Futrell, Agnihotri, Krush. (2019). ABC's of Relationship Selling through Service. McGraw-Hill.
Books	Futrell, Charles. (2014). Fundamentals of Selling, Thirteenth Edition. McGraw-Hill.

Equity Review:

Yes

Transferable to CSU

Yes - Approved

Other Degree Attributes

Degree Applicable
Not a Basic Skills Course

Distance Learning Addendum

AGMT 102 - DLA Approved-11-2023-Fillable Form.pdf

Banner Title:

Ag Sales and Marketing

Curriculum Committee Approval Date:

04/02/2025

Academic Senate Approval Date:

04/09/2025

District Governing Board Approval Date:

04/21/2025



Course Control Number:

CCC000327986

C-ID:

AG-AB112