

University of Manitoba
Department of Agribusiness and Agricultural Economics
ABIZ 7240 Research in Agricultural Marketing
Spring 2025

Instructor: Dr. Jared G. Carlberg, 358 Agriculture Building; (204) 223-0072
email: Jared.Carlberg@umanitoba.ca

Course Time and Location: Friday 10:00 am - 12:30 pm, Room 354 Agriculture Building

Course Webpage: Needed materials will be uploaded to our UM Learn page.

Office Hours: By appointment. We can set up an appointment by email.

Readings: Will be distributed from time to time, either in hardcopy or through our UM Learn page. Reference textbooks are Tomek & Robinson *Agricultural Product Prices* 4th Edition and Norwood & Lusk *Agricultural Marketing and Price Analysis*. You are **not** expected to buy them but some of our materials will come from these books.

Course Description:

This course is designed to help students learn about how to carry out applied research, with a focus on agricultural marketing problems. More broadly, my goal is to help you learn to think critically about economics. Agricultural marketing research, especially price analysis, involves quantitative methods, but economic theory is the foundation upon which our understanding of price analysis is built. Accordingly, the course will utilize economic theory in qualitative discussions of the various factors that help determine prices. Relevant textbook readings and journal articles will supplement the notes provided in class.

Topics List:

We will progress through this list of topics sequentially at a pace of about one per week.

Supply and Demand for Agricultural Products
Market Structures
Price Determination and Price Discovery
The Consumer Goods Characteristics Model
Hedonic Models
Quality & Its Effects on Price
Strategic Behaviour in Price Setting
Considerations in Empirical Price Analysis
Prices Through Space and Time

Readings:

Readings will be assigned throughout the semester; in general you will be required to submit a 500-word summary of the reading through UM Learn where you provide an overview of

what the reading is about, what you learned from it, and how it relates to what you think or know about the real world.

Term Project:

The term project is the most important component of this course, and should reflect the breadth of the topics presented and your overall learning. Students will select a commodity/price series/economic phenomenon and complete an applied research paper. Each student will present in an approximately 15-20 minute time slot in class detailing their problem, approach and findings as well as a written term paper at the end of the semester. The goals of the term project are to help you apply the concepts learned in the course, to help you improve your writing and presentation skills, to help you develop an incisive understanding of the commodity/price series/economic phenomenon you select as your focus.

Homework Assignments:

A limited number (around six) of assignments will be given in the course and they will generally be designed to contribute to an aspect of your term project (i.e. one early assignment will be the Introduction section of your term paper). You will normally have ten days or so to complete an assignment.

Grading (tentative):

Readings	20%
Homework Assignments	25%
Presentation	15%
Term Paper/Project	40%

Students will be provided with written comments, as appropriate, and numeric grades for all materials submitted. At the end of the semester, grades will be converted from numeric values to letter grades in accordance with the University of Manitoba definitions (i.e. A+ = exceptional, etc.). Further information on descriptions associated with letter grades can be found in the University of Manitoba calendar.

Academic Dishonesty:

Cheating/Plagiarism/Inappropriate Collaboration will be dealt with harshly, including turning in copied or shared homework assignments. Please read the Academic Integrity section in the *University of Manitoba Undergraduate Academic Calendar* to familiarize yourself with relevant University policies.

Please see “Schedule A” on our UM Learn page for other important information pertaining to University of Manitoba student supports, accessibility services, etc.