

*AnSi 4712*  
*Livestock Sales Management*  
*Spring 2009*

**1. Class Meeting:** Tuesday and Thursday 12:30 - 1:20 pm

**2. Classroom:** Animal Science 124

**3. Instructor:** Bob Kropp  
212-C Animal Science Bldg.  
Phone: 744-8868  
bob.kropp@okstate.edu

Office hours: Please schedule appointments in the office

Dan Stein  
114 Animal Science Bldg.  
Phone: 744-9269  
daniel.stein@okstate.edu

Lisa Bryant  
104 Animal Science Bldg.  
744-6616  
lisa.bryant@okstate.edu

**4. Secretary:** Diana Bateson  
212 Animal Science  
744-6619

**5. Objectives:**

- A. To develop an understanding of techniques important in the buying, selling, advertising, promotion, marketing and merchandising of purebred livestock and youth project animals.
- B. To develop an understanding of the preparation of sales budgets, appraisal of livestock and other aspects of livestock sales management and the procedures involved in the preparation and conduction of a livestock auction designed for purebred livestock and youth project animals.
- C. To provide information on various methods of marketing purebred livestock and youth project animals through private treaty, consignment sales, production sales, dispersal sales and other marketing formats.
- D. To develop an understanding of the procedures utilized in the preparation of advertising, brochures and catalogs as well as the use of photography, video and the internet in the marketing of purebred livestock and youth project animals.

## 5. Grading:

- A. Exams: Six exams will be administered during the Spring 2009 semester. Point totals on the exams may vary during the semester, but a percentage grade will be calculated for recording purposes. Due to guest speakers and their schedules, an exam may be moved to another date. **Make-ups on exams will be allowed by consent of instructor.** The exam average will constitute 75% of the final grade.

Study guide questions will be provided prior to each exam.

**NOTE: Exam 7 will be optional and will be administered during final exam week. Exam 7 will be a comprehensive exam and will be used as a substitute for the lowest exam during the semester.**

- B. Quizzes: Class attendance is important in this course. Both announced and unannounced quizzes will be administered in class during the semester. **No make-ups on class quizzes will be allowed. The lowest two quiz grades will be dropped.** The quiz average will constitute 25% of the final grade.
- C. Grading Scale:
- A = 90% +
  - B = 80 – 89%
  - C = 70 – 79%
  - D = 60 – 69%
  - F = 59% or lower

6. **Guest Speakers:** Several guest speakers will be utilized during the semester to bring professional experts to the classroom. The guest speakers will be individuals who are actively engaged in the promotion, merchandising and marketing of livestock. You will be tested over their presentations. Take advantage of this opportunity to learn from professionals. Their presentations will provide both quiz and exam questions.

## Class Topics

- A. Class introduction
- B. Comparison of marketing purebred versus commercial livestock
- C. Selling, Marketing and Merchandising
- D. Developing a successful marketing strategy
- E. Types of Sales
- F. Planning a purebred livestock auction
- G. Role of sales management
- H. Principles of advertising
  - When do we advertise? Where do we advertise? How do you advertise?
- I. Role of publications in the marketing of livestock
- J. Advertising copy and layout design for livestock publications
- K. Livestock Photography
- L. Livestock Video/DVD Marketing
- M. Internet and Web Site Marketing
- N. Satellite Auction Marketing of Seedstock
- O. Catalog design, preparation and layout
- P. Sale preparation - mailing lists, potential customers, invitation letters, telephone
  - Target marketing
  - Facilities, PA systems, penning and sorting livestock for sale day, sale order, sale day activities,
  - Clerking, ring personnel, auctioneer, load-out, follow-up
- Q. Sales reports, transferring papers, follow-up letters
- R. Role of livestock association personnel in the marketing of seedstock
- S. Merchandising purebred cattle
- T. Merchandising bulls with special emphasis on performance records
- U. Merchandising horses, performance, halter and race horses
- V. Merchandising purebred sheep
- W. Merchandising purebred swine
- X. Merchandising livestock for 4-H and FFA projects

# Class Schedule

## WEEK 1

*January 13*

**Lecture:**

*January 15*

**Lecture:**

## WEEK 2

*January 20*

**Lecture:**

*January 22*

**Lecture:**

## WEEK 3

*January 27*

**Lecture:**

*January 29*

**Lecture:**

**EXAM 1**

## WEEK 4

*February 3*

**Lecture:**

*February 5*

**Lecture:**

## WEEK 5

*February 10*

**Lecture:**

*February 12*

**Lecture:**

**EXAM 2**

## WEEK 6

*February 17*

**Lecture:**

*February 19*

**Lecture:**

**Week 7**

*February 24*

**Lecture:**

*February 26*

**Lecture:**

**EXAM 3**

**Week 8**

*March 3*

**Lecture:**

*March 5*

**Lecture:**

**Week 9**

*March 10*

**Lecture:**

*March 12*

**Lecture:**

**EXAM 4**

**Week 10**

*March 17*

**Lecture:**

*Spring Break*

*March 19*

**Lecture:**

*Spring Break*

**Week 11**

*March 24*

**Lecture:**

*March 26*

**Lecture:**

**OBI SALE (No class)**

**Week 12**

*March 31*

**Lecture:**

*April 2*

**Lecture:**

**Week 13**

*April 7*

**Lecture:**

**EXAM 5**

*April 9*

**Lecture:**

**Week 14**

*April 14*

**Lecture:**

*April 16*

**Lecture:**

**Week 15**

*April 21*

**Lecture:**

*April 23*

**Lecture:**

**EXAM 6**

**Week 16**

*April 28*

**Lecture:**

*April 30*

**Lecture:**

**Week 17**

*May 7, Thursday*

**EXAM 7**

**(10:00 am – 11:50 am)**