

**AEB 3300: AGRICULTURAL AND FOOD MARKETING
FALL SEMESTER 2015, SECTION 22BG**

Instructor – Brandon R. McFadden, Ph.D.
Office: 1121 McCarty Hall, B-wing
Phone: 294-7654
E-mail: brandon.mcfadden@ufl.edu
Office Hours: M&W, 10:30am-12:00pm, or by appointment

COURSE DESCRIPTION: Examination of agricultural and food marketing from a system and individual firm perspective. Explores problems and issues associated with marketing functions and institutions at the industry level and with objectives and strategies of farms and agribusiness firms that market agricultural commodities and food products.

COURSE LEARNING OBJECTIVES: Understand principles of marketing, how agricultural markets behave, how agricultural prices behave, and how firms in the agribusiness industry can use economics to set prices and employ marketing strategies.

COURSE MATERIALS:

Recommended Text: Agricultural Marketing and Price Analysis, F. Bailey Norwood and Jayson L. Lusk. Pearson Prentice Hall, Publishers, 2008 (ISBN 0-13-221121-1).

COURSE WORK:

Futures Project: The purpose of this individual project is to give each of you some experience with trading agricultural commodity futures contracts. For this assignment, we will be using a simulated commodity trading game in which each student is “given” \$100,000. The objective is for you to purchase future contracts (i.e., “open market positions”) and then offset these contracts (i.e., “close market positions”) and try to “profit” from your trades. Refer to the assignment handout for more specific details.

Discussions: Thoughtful contribution to class discussion is essential for successful completion of the course. It is only through contribution that you show command of the issues addressed in class discussions. Contribution is graded through two methods in this course. First, a student must make a contribution to a discussion. Second, the discussion should go beyond just a simple statement. For a student to receive full credit for each discussion, the student must communicate with other students within the discussion. Grading for this participation will be based on assessment of your contribution to the learning process. Discussions will align with the material in the module.

Projects: The purpose of the projects is to give each of you some experience with the food marketing channel and so that you begin thinking as a marketing decision maker. Projects will align with the material in the module.

Quizzes: There will be many quizzes during the semester. The lowest quiz score will be dropped. No make-ups will be given!

GRADING:

Futures Project	15%
Discussions	30%
Projects	30%
Quizzes	25%

Course grades will be assigned based on the following lower bounds (note, “rounding up” is not done):

A	92%	B-	79%	D+	66%
A-	89%	C+	76%	D	62%
B+	86%	C	72%	D-	59%
B	82%	C-	69%	E	0%

CAMPUS HELPING RESOURCES:

Several resources are available on campus for students, especially if academic performance is at stake. In general, the Dean of Students Office provides a hub for these services: Location: P202 Peabody Hall Dean of Students Office (<http://www.dso.ufl.edu>) Telephone: 392-1261

Students with disabilities are encouraged contact the Disability Resource Center and coordinate the needed accommodations. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Please contact this office at 0001 Reid Hall, 392-8565, www.dso.ufl.edu/drc/.

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university’s counseling resources (<http://www.dso.ufl.edu/supportservices/campuscounseling.php>). Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance. These resources include:

Counseling and Wellness Center (<http://www.counseling.ufl.edu/cwc/>) Location: 3190 Radio Road Telephone: 392-1575

Student Health Care Center (<http://shcc.ufl.edu/>) Location: SHCC Infirmary Building Telephone: 391-1161

Career Resource Center (<http://www.crc.ufl.edu>) Location: 1st Floor (CR-100), Reitz Union CR-100 Telephone: 392-1602

Academic Honesty:

Academic Honesty (<http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php>). The academic community at UF prides itself on intellectual growth as well as stimulating and encouraging moral development. This is accomplished through nurturing and maintaining an environment of honesty, trust and respect. The responsibility to maintain this environment falls with student as well as faculty members.

Students who enroll at UF commit to holding themselves and their peers to the high standard of honor required by the Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. Thus, on all work submitted for credit, the following pledge is implied: "On our honor, I have neither given nor received unauthorized aid in doing this assignment." Moreover, any individual who becomes aware of a violation of the Honor Code is bound by honor to take

corrective action.

Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XIV of the Student Conduct Code. For example, conduct such as cheating and plagiarizing constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017), which will be vigorously upheld at all times in this course.

Student Responsibility: Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

Faculty Responsibility: Faculty members have a duty to promote honest behavior and to avoid practices and environments that foster cheating in their classes. Teachers should encourage students to bring negative conditions or incidents of dishonesty to their attention. In their own work, teachers should practice the same high standards they expect from their students.

Administration Responsibility: As highly visible members of our academic community, administrators should be ever vigilant to promote academic honesty and conduct their lives in an ethically exemplary manner. (Source: 2012-2013 UF Undergraduate Catalog).