

**AEB 4342  
AGRIBUSINESS & FOOD  
MARKETING MANAGEMENT  
Fall 2015**

**Class & Instructor Details**

Instructor: Dr. Xiang Bi (Pronounced as Shiang Bee)

Phone: 352-294-7671

Class meeting time: Tuesday 10:40-11:30; Thursday: 10:40-12:35

Class location: MAT 0016 (Address: 1405 W. UNIVERSITY Ave.)

Office: 1105 McCarty Hall B

e-mail: [xiangbi@ufl.edu](mailto:xiangbi@ufl.edu)

**Office hours**

Dr. Bi: Monday and Wednesday 14:00 – 15:30 pm or by appointment

**Many students find e-mail is an easy and fast way to ask me questions. Please use AEB4342 in the subject line.**

**Required Materials**

1. A Preface to Marketing Management, any recent (10-14<sup>th</sup>) edition. J. Paul Peter and James H. Donnelly, Jr. McGraw-Hill Irwin.
2. Three case studies from the Harvard Business School Publishing Press– (approximately \$4 each)  
Details will be provided in class
3. Supplementary readings and videos -links will be provided on the class website

**Prerequisites**

AEB 3133

**FRE Program Assistant**

Ms. Kathy Green, 1170 McCarty Hall A, [kagreen1@ufl.edu](mailto:kagreen1@ufl.edu), 325-294-7640

**Undergraduate Coordinator**

Mikael Sandberg, 1177 McCarty Hall A, [sandberg@ufl.edu](mailto:sandberg@ufl.edu), 352-294-7621

**Course Objectives**

- Understand key concepts, strategies and research methods covered in the textbook
- Recognize real life applications of those concepts, methods and strategies; be able to explain and/or criticize the applications of them
- Apply those concepts, methods and strategies in developing marketing research plans and solving business cases

**Course Structure**

This is a **NOT** a lecture course. We start with a lecture summarizing key concepts, but the rest of the class will include discussion and student's presentation. I expect active participation on the part of all students in discussions of the textbook material, case studies and supplementary readings. A Significant portion of your grade will be based on **case studies, in-class discussion and presentation.**

**Web Site**

Lecture notes, assignments, supplementary readings and announcements will be kept on the e-learning in Canvas. At the class website, please find lecture notes (in pdf) under Modules. Instructions and rubrics for homework assignments and case studies will be posted under Assignments. Schedule changes, reminders, and

any miscellaneous announcements (dates of application assignments) will be posted under Announcements.  
Additionally, open book quizzes will be posted under Quizzes.

### Tentative Semester Outline

Week	Contents/Chapters	Schedule
Week 1	Introduction/ Case Analysis (Section II-textbook)	Aug 25
	Sign up for Application Presentation Chapter 1	Aug.28
Week 2	Chapter 1: Strategic Planning and Marketing Management	Sept 1
	Chapter 1 and appendix on portfolio analysis	Sept 3
Week 3	Chapter 2: Marketing Research	Sept 8
	<i>Application presentation Chapter 2</i> Chapter 2	Sept 10
Week 4	<b>Quiz 1</b> ; Chapter 3: Consumer Behavior	Sept 15
	<i>Application Chapter 3</i> <i>Case #1 discussion</i>	Sept 17
Week 5	Chapter 5: Market Segmentation	Sept 22
	<i>Application presentation Chapter 5</i> Chapter 5	Sept 24
Week 6	<b>Quiz 2</b> ; Market segmentation	Sept. 29
	<b>Case #1 Due</b> Chapter 6: Product Strategy/Product Life Cycle (Product)	Oct. 1
Week 7	Chapter 6: Product Strategy/Product Life Cycle (Product)	Oct. 6
	<i>Application presentation Chapter 6</i> Chapter 6	Oct. 8
Week 8	<b>Quiz 3</b> ; Chapter 7: New Product Development	<b>Oct. 13</b>
	<i>Application presentation Chapter 7</i> Chapter 7	Oct. 15
Week 9	Chapter 7	Oct. 20
	<i>Application Chapter 8</i> Chapter 8: Marketing Communications (Promotion)	Oct. 22
Week 10	<b>Quiz 4</b> ; Chapter 8	<b>Oct. 27</b>
	Chapter 8 <i>Case 2 discussion</i>	Oct. 29
Week 11	Chapter 10: Distribution (Place)	Nov. 3
	Chapter 10 <i>Application presentation Chapter 10</i>	Nov. 5
Week 12	<b>Quiz 5</b> ; Chapter 10	<b>Nov. 10</b>
	<b>Case #2 due</b> Chapter 1: Pricing Strategy (Price)	Nov. 12
Week 13	Chapter 11	Nov.17
	<i>Application presentation Chapter 11</i>	Nov. 19
Week 14	<b>Quiz 6</b> ; Chapter 11	<b>Nov. 24</b>
	<i>Case #3 discussion</i>	Nov. 26
Week 15	Chapter 11	Dec. 1
	Review	Dec 3.
<b>Week 16</b>	<b>Quiz 7 ; Chapter 11</b> <b>Case #3 Due</b>	<b>Dec. 8</b>

**Dr. Bi reserves the right to change the terms and dates stated in this syllabus at any time. Should there be any changes, notifications will be given in class and posted on eLearning Sakai in advance. It is solely the student's responsibility to stay informed of any changes.**

**Grading Scale for AEB 4342**

A	93% or above	A-	90-92.9%		
B+	87-89.9%	B	83-86.9%	B-	80-83.9%
C+	77-79.9%	C	73-76.9%	C-	70-73.9%
D+	67-69.9%	D	63-66.9%	D-	60-63.9%
E	Less than 60%				

**Grading Summary**

	<b>Components</b>	<b>Weights</b>
1	Quizzes (7 in total, 5 will be counted for grade)	30%
2	Case studies <ul style="list-style-type: none"> <li>• Case 1 (15%, 10% report+5% discussion)</li> <li>• Case 2 (15%)</li> <li>• Case 3 (15%)</li> </ul>	45%
3	Application Assignment (group)	10%
4	Open Book Quizzes	5%
5	Attendance	5%
6	Contributions to in-class discussions /Pop quizzes	5%
	Total (1 to 6)	100%

**Note: 5% for attendance seems to be a small portion of your grade. Please keep in mind that if you are absent, your contribution to the discussion will also be 0.**

**Quizzes (30%)**

**QUIZZES will be held on 10:40am-10:45 am every other Tuesday, STARTING FROM SEPT 15. You can drop 2 out of the 7 quizzes.**

In case you have a scheduling conflict with the quiz time, you must consult with me at least ten days in advance. I can schedule you to take the quiz **before** the scheduled time. In case of serious illness, family emergency or other major problem or conflict, you must present documentation (usually in the form of a note from the Dean of Student Office or from your academic advisor) to support your request to have a make-up exam after the scheduled time.

All quizzes will have around 10 questions. 7-8 will be multiple choices and the rest will be short answer questions.

**Case Studies (45%)**

Case assignments are a **significant portion** of your grade (45%), so remember it is your responsibility to submit assignments by the due dates. If you have an excused absence for a class period when an assignment is due, it is your responsibility to turn in the assignment **before** the class period. Late submissions will be discounted.

- Same day late submission 80%
- Second day late submission 60%
- Third day late submission 40%
- **Any submissions beyond the forth day 0%**

Three case studies will be assigned to you.

- On average you will be given two weeks to finish each case study.
- You need to submit a written report based on the case study questions and the in-class discussions.
  - I will provide a list of discussion questions when the case study is assigned. These questions will be discussed during class and they provide you an outline to structure your written report.
- Each member of class should come to class prepared to discuss case studies.
  - To ensure your preparation of the discussion, I will have a very short quiz about the case on the day of the in-class discussion.

When grading on the written report of the case study, I follow this general rubric. Specific rubric will be posted when the case is assigned.

- Organization and clarity (1 to 5 scales, 1 being poor, 5 being excellent)
  - Follow the discussion questions provided for that particular case
  - Provide supporting evidence for each statement/recommendation/conclusion
  - Structure the evidence in a convincing manner
- Grammar (1-5 scales)
- Proper citation and consistent reference style (MLA style is recommended) (1-5 scales)

### Group Application Assignment (10%)

**Each group** will be assigned a chapter that they are responsible for finding a current (few) application(s) for. You will need to find advertisements, newspaper articles, television show clips, youtube videos or other media that shows how a food or agribusiness company has applied principles from the chapter you are reading. If you are not sure about your example, you need to consult with me in advance.

- Presentations will be scheduled on Thursdays
- For the assignment, you will need to give **a presentation in power point and a one-page summary**
  - It can be an example of something a company did well, or did poorly, as long as it relates to the chapter.
  - You will be expected to present your example in class and help lead a discussion about ***why this is relevant to the chapter and what can be learned from it.***
  - I recommend that you prepare 1-2 questions for the class to stimulate discussions.
- You do not need to repeat the lecture notes or summarize the whole chapter
- 2-4 students form a group

Grading rubric on the Application Assignment 10%

- Food and agribusiness related topic 2% (otherwise 1%)
- In-class presentation 7% (peer reviewed, on a scale from 1 to 5, 1 being poor; 5 being excellent)
  - Specific review criteria includes
    - Relevance of the example to the assigned chapter (describe the example and explain why it is relevant to the chapter, and what is the lesson learned)
    - Communication (eye contacts and interactions with the audience)
- Writing and citations 1%

### In-class activities (10%)

In order for this class to be successful, it is important that everyone reads the chapters and cases by the assigned dates. This way we can spend class time discussing what they mean instead of me repeating the content to you. To facilitate this, I will grade a number of in-class activities. This can include ***pop quizzes, contribution to in-class discussion, and general attendance.***

### Attendance (5%)

- I will take attendance throughout the semester.

- I do so by using nametags and a seating chart.
- In total, by the end of the semester, if you are present in 80% of the classes, you will receive 5 point, 70% 4 point, 60% 3 point, 50% 2 point, 40% 1 point. 30% 0.5 point and less than 30% zero.

Students who attend class, but choose to disrupt the class by talking, arriving late or leaving early, reading papers, or working on other class assignments will not receive credit for this portion of their grade.

### **Pop Quizzes (2.5%)**

As I mentioned earlier, to ensure your understanding of the case study material and supplementary readings, you will be given short quizzes about them on the day those materials will be discussed. I record quizzes and attendance separately. In case you miss a class without an excuse, and we happen to have a quiz on that day, your attendance and quiz scores on that day will be both zero. If you have to miss a class and I am informed, you will be recorded as “present” and ***I will send the quiz questions to you through email.***

### **Contributions to the in-class discussion (2.5%)**

During the semester, you will be given plenty of opportunities to contribute to in-class discussions and group discussions. Although not every person will get a chance to contribute to every discussion, class contribution is your responsibility. Naturally, some students talk more than others; this does not necessarily mean their contribution grade will be higher. For example, a quiet student who brings up a very insightful point rarely, and a student who talks frequently, but is merely restating what others have said will receive different grades – with the quieter student getting the higher contribution grade (quality, not quantity).

When grading on contribution to the discussion, these are the factors I look for:

- *Delivery*: Does the student speak in a comprehensible fashion?
- *Content*: Are the student's comments conceptually substantive and perceptive? (Is the student speaking from what they 'feel' is correct, or can they explain the basis of their comments using material from lectures - including earlier classes?)
- *Context*: Does the student build on previous comments, creating a constructive discussion, rather than repeating established points or suddenly shifting the topic, derailing an ongoing discussion? Can the student disagree with prior comments in a respectful, constructive manner?

### **Open Book Quizzes (5%)**

- You will be reminded to read the chapter before we start covering that chapter.
- To facilitate in-class discussion and to ensure your understanding, I give approximately 5 quiz questions per chapter prior to the lecture.
- These quiz questions are based on the textbook chapters and you should be able to answer them as long as you have read the chapter.
- These quizzes and deadlines to submit your answers will also be posted on the class website.
- Please note that these quizzes are open-book quizzes.

## **University Policies**

### **Grades and Grade Points**

For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **Absences and Make-Up Work**

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

**Academic Honesty**

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity." You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: **"On my honor, I have neither given nor received unauthorized aid in doing this assignment."**

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: <http://www.dso.ufl.edu/SCCR/honorcodes/honorcode.php>.

**Online Course Evaluation Process**

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open for students to complete during the last two or three weeks of the semester; students will be notified of the specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

**Software Use**

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

**Campus Helping Resources**

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

**University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, [www.counseling.ufl.edu/cwc/](http://www.counseling.ufl.edu/cwc/)**  
Counseling Services; Groups and Workshops; Outreach and Consultation; Self-Help Library; Training Programs; Community Provider Database

**U Matter, We Care, 352-294-CARE. [umatter@ufl.edu](mailto:umatter@ufl.edu) <http://www.umatter.ufl.edu/>**

**Career Resource Center, First Floor JWRU, 392-1601, [www.crc.ufl.edu/](http://www.crc.ufl.edu/)**

**Services for Students with Disabilities**

The Disability Resource Center coordinates the needed accommodations of students with disabilities. 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. Students requesting classroom accommodation must first register with the Dean of Students

Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation

0001 Reid Hall, 352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)

**By enrolling in this course you are agreeing to the terms outlined in this syllabus. I wish everyone a rewarding and productive semester!**