

**AEB 3300: AGRICULTURAL AND FOOD MARKETING
SPRING SEMESTER 2015, SECTION 04D6**

TUESDAY (8:30-10:25) THURSDAY (8:30-9:20), ROOM MAEA 303

Instructor – Brandon R. McFadden, Ph.D.
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Office Hours: T&R, 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:

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

Lecture Notes: As the semester progresses, most lecture material presented in class will be available through the UF E-Learning System in Canvas.

Course Web Site: Throughout the semester, we will use our course Canvas website. If you cannot access the course website, contact the instructor or the computer services help line at 392-HELP.

Recommended Supplements: Twitter account and a RSS reader.

COURSE WORK:

Attendance, In-Class Exercises, Discussion Participation: Thoughtful contribution during class discussion is essential for successful completion of the course. It is only through contribution that you show daily command of assigned readings and more generally, the issues addressed in class discussions. Contribution is graded through two methods in this course. First, in-class exercises will be administered frequently. These activities will generally be short and cover major points from lectures, class discussions, and reading assignments. Second, participation in discussions during each class, while voluntary, will contribute substantially toward your overall contribution grade. Grading for this participation will be based on the instructor's semester-long assessment of your contribution to the learning process. Reading the assigned chapters BEFORE class discussions is highly recommended!

McFadden Spring 2015

Good attendance is expected. Students will be allowed to drop the two lowest in-class exercises. *Hence, no make-up quizzes or make-up in-class exercises will be given.* Exceptions to this policy will be made per the University's attendance policy, which allows for specific cases of excused absences (e.g., religious holidays, military obligation, and special curricular requirements). However, I expect advanced notice of any anticipated absences and appropriate documentation will be expected. Note, excused absences do not exempt the student from completing the assigned task. If a student wants credit for a missed assignment, the student must complete that work. You are responsible for all in-class material presented and for all assignments of out-of-class work. If you miss a class, it is your responsibility to get lecture notes from colleagues and be aware of any assignment(s) that is (are) due.

Exams: There are four total examinations during the semester. The lowest exam score will be dropped. No make-ups will be given! Tentative dates for these exams are listed at the end of the syllabus.

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.

Team Project: The purpose of this team project is to give each of you some experience with thinking as a marketing decision maker in a team format. It is your responsibility to communicate/meet with your team members from the beginning of the semester. There are 3 parts and individual handouts will be given to explain each part of the project in greater detail.

- 1) Marketing Channel Analysis (30 points)
- 2) Specific Company Analysis (30 points)
- 3) Team Assessment (15 points)

GRADING:

Contribution (attendance, in-class exercises, discussion participation)	75 points
Futures Project	50 points
Marketing Plan Project	75 points
Exams, combined	<u>300 points</u>
TOTAL	500 points possible

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).

TENTATIVE IMPORTANT DATES:

Module 1:

Jan 15 Groups need to be formed in class deadline
Jan 23 Groups need to be formed on Canvas deadline
Feb 3 Exam 1

Module 2:

Feb 6 Future Account Activation deadline
Feb 26 Exam 2
Feb 27 Team Project – Marketing Channel Analysis due

Module 3:

March 2-6 Spring Break!!
March 24 Exam 3
March 26 No Class
April 3 Futures Project Write Up due

Module 4:

April 21 Exam 4
April 24 Team Project – Specific Company Analysis
April 24 Team Project – Team Assessment