

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

Class and Instructor Details

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

Phone: 352-294-7671

Class meeting time: Tuesday 9:35-10:25; Thursday: 9:35-11:30

Class location: 2196 McCarty Hall A

Office: 1105 McCarty Hall B

e-mail: 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 (10-14th) edition. J. Paul Peter and James H. Donnelly, Jr. McGraw-Hill Irwin.
2. Data and materials to be used in assignments– 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, 325-294-7640

Undergraduate Advisor

Ms. Anne Marie Mattison, 1195 McCarty Hall A, mattison@ufl.edu, 352-294-7638.

Course Objectives

- Understand key concepts, strategies and research methods covered in the textbook (Section II, Chapters 1, 2, 3, 5, 6, 7, 8, 10 and 11)
- 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 100% lecture course. I expect active participation on the part of all students in discussions of the textbook material and supplementary readings. Part of your grade will be based on discussion participation and a final project report that you write *individually*.

Tentative Semester Outline

Contents	Chapters	Schedule
Introduction/ Case Analysis	Section II - Text	Jan 6 –Jan 13
Sign up for Application Presentation		Jan 8
Homework #1 due		Jan 22
Strategic Planning and Marketing Management	Chapter 1	Jan 15 - Jan 22
Marketing Research	Chapter 2	Jan 22-Jan 29
Application presentation Chapter 2		Feb 5
Homework #2 due		Feb 10
Consumer Behavior	Chapter 3	Feb 3-Feb 10
Instructor hands out class Project Data		Feb 3
Application Chapter 3		Feb 12
Market Segmentation	Chapter 5	Feb 12 – Feb 19
Application Chapter 5		Feb 19
Review		Feb 24
EXAM 1 (Chapters 1, 2, 3, 5, and Section II)		Feb 26 Class meet time
SPRING BREAK (NO CLASS) <i>But you are encouraged to work on your class project</i>		Mar 1- Mar 7
Product Strategy/Product Life Cycle (Product)	Chapter 6	Mar 10-Mar 17
Application Chapter 6		Mar 12
Homework # 3 due		March 17
New Product Development	Chapter 7	Mar 19- Mar 24
Application Chapter 7		Mar 26
Marketing Communications (Promotion)	Chapter 8	Mar 26-April 2
Application Chapter 8		April 2
Distribution (Place)	Chapter 10	April 2 –April 9
Application Chapter 10		April 9
Homework #4 due		April 9
Pricing Strategy (Price)	Chapter 11	April 14-April 21
Application Chapter 11		April 17
Last day of the class		April 21
Reading days (No Class)		April 23-24
Class project final report due		April 23
EXAM 2 (Chapters 6,7,8,10, and 11)		May 1 12:30-2:30PM

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

Grading Summary

	Components	Weights
1	Exam 1	20%
2	Exam 2	20%
	Class project with homework assignments <ul style="list-style-type: none"> • Homework 1 (5%) • Homework 2 (5%) • Homework 3 (5%) • Homework 4 (5%) • Final report (based on HW 1-4; 5% or may vary) 	25%
5	Application Assignment	10%
6	Quizzes <ul style="list-style-type: none"> • Open Book Quizzes (7.5%) • Pop Quizzes (7.5%) 	15%
7	Attendance	5%
8	Contributions to discussions	5%
	Total	100%

Web Site

Lecture notes, assignments, supplementary readings and announcements will be kept on the e-learning in Canvas. You can log in Canvas with your gatorlink username and password through <https://lss.at.ufl.edu/>. Please note that the e-learning site might not be operational until the end of the first week of the semester. If you have difficulties accessing E-learning, please contact the UF computing Help Desk (325-392-4357 or helpdesk@ufl.edu).

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 online.

Please note that the posted lecture notes may contain questions and/or class activities, in order to encourage participation and discussion. That means you will enjoy the full benefits of the lecture notes by attending class.

Exams 1 and 2

In case you have a scheduling conflict with the exam time, you must consult with me at least ten days in advance. I can schedule you to take the exam **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.

Exam 1 will have around 30 questions. 20-25 will be multiple choices and the rest will be short answer questions. Exam 2 will have 40-45 questions. 30-35 will be multiple choices and the rest will be short answer questions.

Homework Assignments and Class Project

Homework assignments are a **significant portion** of your grade, 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. Late submissions on the same day will receive 50% of your grade, late by one day will receive 30% of your grade, **late by 2 days and more will receive 0 grade.**

Four homework assignments related to the class project will be handed out. Each homework accounts for 5% of your grade. On average you will be given at least one week to finish one assignment.

The final report of the class project accounts for 5% of your grade, and should be based on your submitted homework assignments, the feedbacks you received, and additional information. In case you missed one homework assignment, your final report will be 10% of your grade (5%+5%); if you missed two homework assignments, your final report will be 15% of your grade (5%+5%+5%); so on and so forth.

It is best to submit your assignments as we go along and not wait until the final report. I strongly encourage you to submit your homework assignments on time in order to receive feedbacks. This way you can revise the homework assignments and add additional information for the final report.

When grading on the homework and final report, this is the general rubric. I will provide specific rubric when the homework is assigned.

- Organization and clarity (3%, 1 to 5 scales, 1 being poor, 5 being excellent)
 - Follow the instructions
 - Provide supporting evidence for each statement/recommendation/conclusion
 - Structure the evidence in a convincing manner
- Grammar (1%, 1-5 scales)
- Proper citation and consistent reference style (MLA style is recommended) (1%, 1-5 scales)

Application Assignment

Each class member will be assigned a chapter that they are responsible for finding a current application for. You will need to find an advertisement, newspaper article, television show clip, you tube video 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.

This assignment will be due at the beginning of the period of class where we begin discussing your assigned chapter. For the assignment, you will need to give a **presentation in power point** explaining what the agribusiness company did, and how it relates to the chapter we are reading. 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. We may not reach the point in the chapter for your application assignment on the day it is due, so be prepared to discuss on any day we are covering your chapter.

Grading rubric on the Application assignment (10%)

- Food and agribusiness related topic is preferable
- In-class presentation (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)

Open Book Quizzes

You will be reminded to read the textbook chapter before we start covering that chapter. To facilitate in-class discussion and to ensure your understanding, I give 5-10 quiz questions per chapter prior to the lecture. As long as you have read the respective chapter, you should be able to answer these questions. Open book quizzes will be posted on the class website. In total, these quizzes will be 7.5% of your grade. If you get 90% of them correct, you get the 7.5 points, 80% 6 points, 70% 5 points, 60% 4 points, 50% 3 points, 40% 2 points, 30% 1 point, and less than 30% zero.

In-class activities

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 **attendance, pop quizzes, and contribution.**

Attendance

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

As I mentioned earlier, to ensure your understanding of the textbook 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 attend the class, but did not do well on a quiz (suppose you get a zero on the quiz), you still have your attendance grade for that day. 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

Each member of the class is also expected to contribute to in-class discussion. During the semester, you will be given plenty of opportunities to contribute to 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?

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/***

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 <http://www.umatter.ufl.edu/>

Career Resource Center, First Floor JWRU, 392-1601, 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/

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