

AEB 6675 – INTERNATIONAL AGRIBUSINESS MARKETING

Spring 2026– 3 Credits

CLASS TIME AND LOCATION

Online

Delivery Method: Asynchronous

OFFICE HOURS

by appointment

PREREQUISITE

A basic marketing course (e.g. AEB 3300) is recommended, but not required.

INSTRUCTOR

Dr. Olesya Savchenko

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COURSE DESCRIPTION

Principles, trends, issues, barriers, policies, strategies, and decisions involved in international marketing, with emphasis on perishable and storable agricultural commodities and food products. Combines firm-level agribusiness marketing concepts with strategic international agribusiness marketing and export applications. Includes development and presentation of an international agribusiness marketing plan.

E-LEARNING IN CANVAS

There will be an e-Learning webpage for this course. To access e-Learning you will need your Gatorlink username and password. E-Learning can be accessed via <https://lss.at.ufl.edu/>. Should you have difficulties accessing e-Learning, please contact the UF Computing Help Desk directly by calling (352) 392-HELP or via e-mail at helpdesk@ufl.edu.

REQUIRED TEXT

Keegan, Warren J., and Mark C. Green. Global Marketing, 10th (or recent) Edition, 2019, Pearson.

LEARNING OBJECTIVES

Prepare students to compete successfully in the global agribusiness sector. Help students understand international agribusiness marketing, develop a global perspective, and appreciate the unique requirements for success in international agribusiness markets. Give students the opportunity to enhance their analytical and communication skills. Challenge students to think critically, to defend their positions with relevant logic and theory, and to achieve excellence.

COURSE OUTLINE

1. Introduction to Global Marketing (CH1)
2. The Global Economic Environment (CH2)

3. The Global Trade Environment (CH3)
4. Social and Cultural Environments (CH4)
5. The Political, Legal, and Regulatory Environments (CH5)
6. Global Information Systems and Market Research (CH6)
EXAM 1 (CH1 – CH6)
7. Segmentation, Targeting, and Positioning (CH7)
8. Importing, Exporting, and Sourcing (CH8)
9. Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances (CH9)
10. Brand and Product Decisions in Global Marketing (CH10)
11. Pricing Decisions (CH11)
12. Global Marketing Channels and Physical Distribution (CH12)
EXAM 2 (CH7 – CH12)

GRADES

Your final course grade is determined by the following components:

Exams (2 at 20% each)	40%
Homework (4 at 5% each)	20%
Marketing Plan	30%
Discussion Board	
Participation	10%
Total	100%

Grades will be awarded as follows:

Percentage	Grade
93% or greater	A
90% to 92.99%	A-
87% to 89.99%	B+
83% to 86.99%	B
80% to 82.99%	B-
77% to 79.99%	C+
73% to 76.99%	C
70% to 72.99%	C-
67% to 69.99%	D+
63% to 66.99%	D
60% to 62.99%	D-
Below 60%	E

Please note that grades are not “rounded” in any way at the end of the term. However, a curve may be implemented at the instructor’s discretion.

For general information about grading and grading policy at the University of Florida, please refer to: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Exams

There will be **two exams** during the semester. Each exam is worth 20% of your grade. **Exams are due at midnight.** The exams are open book and may consist of problem-solving and short answer questions. The exams may be based on material covered in class, material from the textbook, or concepts implied by the material covered. The exam dates are **tentatively scheduled** as follows:

- Exam 1: TBD

- Exam 2: TBD

Note: Posted exam dates are subject to change, it is your responsibility to listen to class announcements and check e-Learning for any changes in exam dates.

Homework

There will be a total of **four homework assignments** given throughout the semester. Each homework is worth 5% of your grade. **Homework is due at midnight.** It is your responsibility to submit assignments on time and follow the instructions for the assignment submission. A grading rubric is available on the course site. Late submissions may receive reduced credit.

Marketing Plan

Students will be organized into management teams for the purpose of developing, writing, and presenting international agribusiness marketing plans. Details will be provided in a separate handout. **The marketing plan project accounts for 30% of the final grade.** There will be a peer-evaluation instrument for team members. Individual team-member grades may vary based on levels of contribution to the project. Teams develop the marketing plan incrementally throughout the semester, and are required to submit drafts of key components of their plans as follows:

- Preliminary Draft of Company Assessment and Target Country/Market Selection

TBD

- Preliminary Draft of Marketing Management Strategy

TBD

- Preliminary Draft of Strategy Implementation Plans

TBD

-Market Plan presentation upload

TBD

- Finalized Marketing Plan

TBD

Participation

Successful students will be actively involved in subject-matter discussions, **case-study presentations and discussions**, and marketing-plan development, presentation, and discussion.

A student's contribution is evaluated based on observable effort in the timely completion and mastery of reading assignments, observable effort in the development, writing, and presentation of the marketing plan, and performance on assignments.

Delivery Method

This class is delivered online asynchronously. Please refer to Canvas e-learning (<https://elearning.ufl.edu/instructor-help/zoom/>) for accouchements and updates.

OTHER COURSE POLICIES

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies](#). Make up exams and late assignments are at the discretion of the instructor, evaluated on a case-by-case basis.

If you have a question about the grading of your assignment and/or exam, you must contact me immediately. If you believe there has been a grading mistake, you can appeal points that you earned in an assignment and/or exam (i.e., get more points). **To appeal, you must state your case in writing within one week of the day I return the assignment or exam. Turn the entire assignment or exam in, along with a written description of your concern and your expected resolution of the problem.** Be aware that when you do this, I will **re-grade the entire assignment or exam**.

ACADEMIC POLICIES AND RESOURCES

Academic policies for this course are consistent with university policies. See <https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>

CAMPUS HEALTH AND WELLNESS RESOURCES

Visit <https://one.uf.edu/whole-gator/topics> for resources that are designed to help you thrive physically, mentally, and emotionally at UF. Please contact U Matter We Care for additional and immediate support.

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.

PRIVACY AND ACCESSIBILITY POLICIES

- **Instructure (Canvas)**
 - [Instructure Privacy Policy](#)
 - [Instructure Accessibility](#)
- **Zoom**
 - [Zoom Privacy Policy](#)

- [Zoom Accessibility](#)

LAUREN'S PROMISE: I WILL LISTEN AND BELIEVE YOU IF SOMEONE IS THREATENING YOU.

Lauren McCluskey, a 21-year old honors student athlete, was murdered on October 22, 2018, by a man she briefly dated on the University of Utah Campus. We must all take actions to ensure this never happens again. Any form of sexual harassment or violence will not be excused or tolerated at the University of Florida.

If you are experiencing sexual assault, relationship violence, or stalking, you can take the following actions:

- If you are in immediate danger, call 911.
- Report it to me, and I will connect you to resources.
- Seek confidential sources of support and help:
- [UFPD Office of Victim Services](#): 51 Museum Road, 352-392- 5648
- [Sexual Assault Recovery Services \(SARS\)](#): Infirmary Building, 352-392-1161
- Alachua County Rape Crisis Center (confidential): 352-264-6760

APPROXIMATE COURSE OUTLINE BY WEEK (subject to change)

Week	Schedule
1	Welcome and Chapter 1: Introduction to Global Marketing
2	Chapter 2: The Global Economic Environment
3	Chapter 3: The Global Trade Environment
4	Chapter 4: Social and Cultural Environments
5	Chapter 5: Political, Legal, and Regulatory Env.
6	Chapter 6: Info. Systems and Market Research
7	Exam 1 and Market Plan Check In
8	Chapter 7: Segmentation, Targeting, Positioning
9	Chapter 8: Importing, Exporting, and Sourcing
10	Spring break
11	Chapter 9: Global Market-Entry Strategies
12	Chapter 10: Brand and Product Decisions
13	Chapter 11: Pricing Decisions
14	Chapter 12: Marketing Channels and Distribution
15	Market Plan second Check In
16	Market Plan Presentations and Final Plan Due

All homework, quizzes, and exams are due by midnight on the assigned date. Refer to Canvas for updated dates.