

**AEB 6675 – INTERNATIONAL AGRIBUSINESS MARKETING**

Spring 2024– 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**

Di Fang

Office: MCCB 1105

Phone: 352-294-7671

E-mail: [difang@ufl.edu](mailto:difang@ufl.edu)

**TEACHING ASSISTANT**

None

**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](mailto:helpdesk@ufl.edu).

**REQUIRED TEXT**

Keegan, Warren J., and Mark C. Green. Global Marketing, 10<sup>th</sup> (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%
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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: Feb 19-23**
- **Exam 2: April 27-May 2**

**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**  
February 4
- **Preliminary Draft of Marketing Management Strategy**  
March 3
- **Preliminary Draft of Strategy Implementation Plans**  
April 7
- **Market Plan presentation upload**  
April 26
- **Finalized Marketing Plan**  
May 1

### 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**.

### **SUPPLEMENTAL INFORMATION**

#### **Accommodations for Students with Disabilities**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

#### **Online Course Evaluation Process**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner](#). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [ufl.bluera.com/ufl/](http://ufl.bluera.com/ufl/). [Summaries of course evaluation results are available to students here](#).

#### **Academic Honesty**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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.” The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Honor Code](#). Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

## CAMPUS RESOURCES

### Health and Wellness

*U Matter, We Care:* If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

*Counseling and Wellness Center:* [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

*Student Health Care Center:* Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

*University Police Department:* [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

*UF Health Shands Emergency Room / Trauma Center:* For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

### Academic Resources

*Career Connections Center:* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

*Library Support:* Various ways to receive assistance with respect to using the libraries or finding resources.

*Teaching Center:* Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

*Writing Studio:* 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

*Student Complaints On-Campus:* [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

*On-Line Students Complaints:* [View the Distance Learning Student Complaint Process.](#)

**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 \(SARS\)](#): Infirmery Building, 352-392-1161
  - [Alachua County Rape Crisis Center \(confidential\)](#): 352-264-6760

**Diversity, Equity, and Inclusion:** The University of Florida's College of Agricultural and Life Sciences (CALS) supports the University of Florida's commitment to diversity, equity, and inclusion. By fostering a sense of belonging for students, staff, and faculty, while leveraging the uniqueness of the people who study and work at the university, we believe our campus community is enriched and enhanced by diversity, including but not limited to, race, ethnicity, national origin, gender, gender identity, sexuality, class, and religion. This course will support an understanding of the diversity of our distance and campus communities as well as our agricultural and natural resource communities, locally and globally.

This course will strive to create a learning environment for students that supports a diversity of thoughts, perspectives, and experiences while honoring your identities. In this class we will take the following approaches to help achieve this:

- All course participants will use the names and pronouns provided by students for use in class. If these differ from those that appear in official university records, you can [change your Display Name at One.UF](#).
- If your performance in this course is being impacted by your experiences inside and/or outside the classroom, do not hesitate to contact the instructor and/or teaching assistant (TA). Instructors in CALS are a great resource for you and you may provide feedback anonymously. Feedback may result in general announcements to the class, if necessary, or reporting to appropriate UF personnel to address your concerns.
- CALS instructors and TAs like many people, are still in the process of learning about diverse perspectives and identities. If something was said in class (by anyone)

that makes you feel uncomfortable, please discuss with your instructor or TA or contact the CALS Dean's Office (cals-dean@ufl.edu).

### **APPROXIMATE COURSE OUTLINE BY WEEK (subject to change)**

Week	Schedule
1/8	Welcome and Chapter 1: Introduction to Global Marketing
1/15	Chapter 2: The Global Economic Environment
1/22	Chapter 3: The Global Trade Environment
1/29	Chapter 4: Social and Cultural Environments
2/5	Chapter 5: Political, Legal, and Regulatory Env.
2/12	Chapter 6: Info. Systems and Market Research
2/19	Exam 1 and Market Plan Check In (zoom)
2/26	Chapter 7: Segmentation, Targeting, Positioning
3/4	Chapter 8: Importing, Exporting, and Sourcing
3/11	Spring break
3/18	Chapter 9: Global Market-Entry Strategies
3/25	Chapter 10: Brand and Product Decisions
4/1	Chapter 11: Pricing Decisions
4/8	Chapter 12: Marketing Channels and Distribution
4/15	Market Plan second Check In (zoom)
4/26	Market Plan Presentations
4/27-5/2	Exam
5/1	Final Plan Due

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