

# AEB 6301 Food Wholesale and Retail Marketing

## Course Syllabus Spring 2025



### *Instructor*

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Zoom office hours: Mondays @ 10:00 AM – 11:00 AM or by appointment ([LINK](#))

Zoom link to office hours: [LINK](#)

### *Communication:*

The office hours represent times that I should be available; however, feel free to set up an appointment to see me. Many students find e-mail is an easy, fast way to ask me questions. If you e-mail me, please use [lijunchen@ufl.edu](mailto:lijunchen@ufl.edu) (do **NOT** use Canvas email) and make sure to include **AEB6301** in the subject line. Please allow me 24-48 hours to respond to your e-mail; typically, I respond much sooner.

### *Course Format*

Fully online, asynchronous class.

### *Materials & Tools*

- **Optional:** *Food Supply Chain Management and Logistics: Understanding the Challenges of Production, Operation and Sustainability in the Food Industry* by Samir Dani from publisher Kogan Page. You can find the book at: [Kogan Page](#) or [Vital Source](#).
- Links to supplementary readings and videos will be provided on the topic pages on Canvas.

### *Course Description from UF Catalog*

Wholesale and retail issues that exist both in U.S. and world markets, such as brand management, supermarket management, and market research.

### *Course Objectives*

This course provides graduate-level insights into food systems, supply chain management strategies and applications, and marketing practices. Using a systematic, demand-driven approach, this course scrutinizes various supply chain actors and their functionalities and examines the economic viability and resilience of supply chains. After the successful completion of this course, students will be able to:

- **Analyze** factors driving the U.S. food system—its characteristics, functions, and major trends for both the food system and its key sectors.
- **Explain** marketing principles and **evaluate** the role of marketing in agribusiness and food systems.
- **Describe** the core supply chain management principles and key actors throughout the supply chain and **assess** the dynamic relationships among them.
- **Apply** analytical skills to **diagnose** short- and long-term supply chain and marketing problems.
- **Construct** a written and verbal evaluation of the resilience and efficiency of the supply chain and **conduct** marketing research from the perspectives of the environment, technology, economics, and society.

### *Course Website*

UF Canvas is the official class website. The **E-Learning** platform in Canvas is where you will receive all class announcements, so you should check here regularly. There will be an e-Learning website for this course. To access e-Learning you will need your Gatorlink username and password (<http://elearning.ufl.edu>). If you have

difficulties accessing E-learning, please contact the UF Computing Help Desk by calling (352)-392-HELP or e-mail [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu). Make sure to [enable e-mails for course announcements](#) and read this syllabus thoroughly.

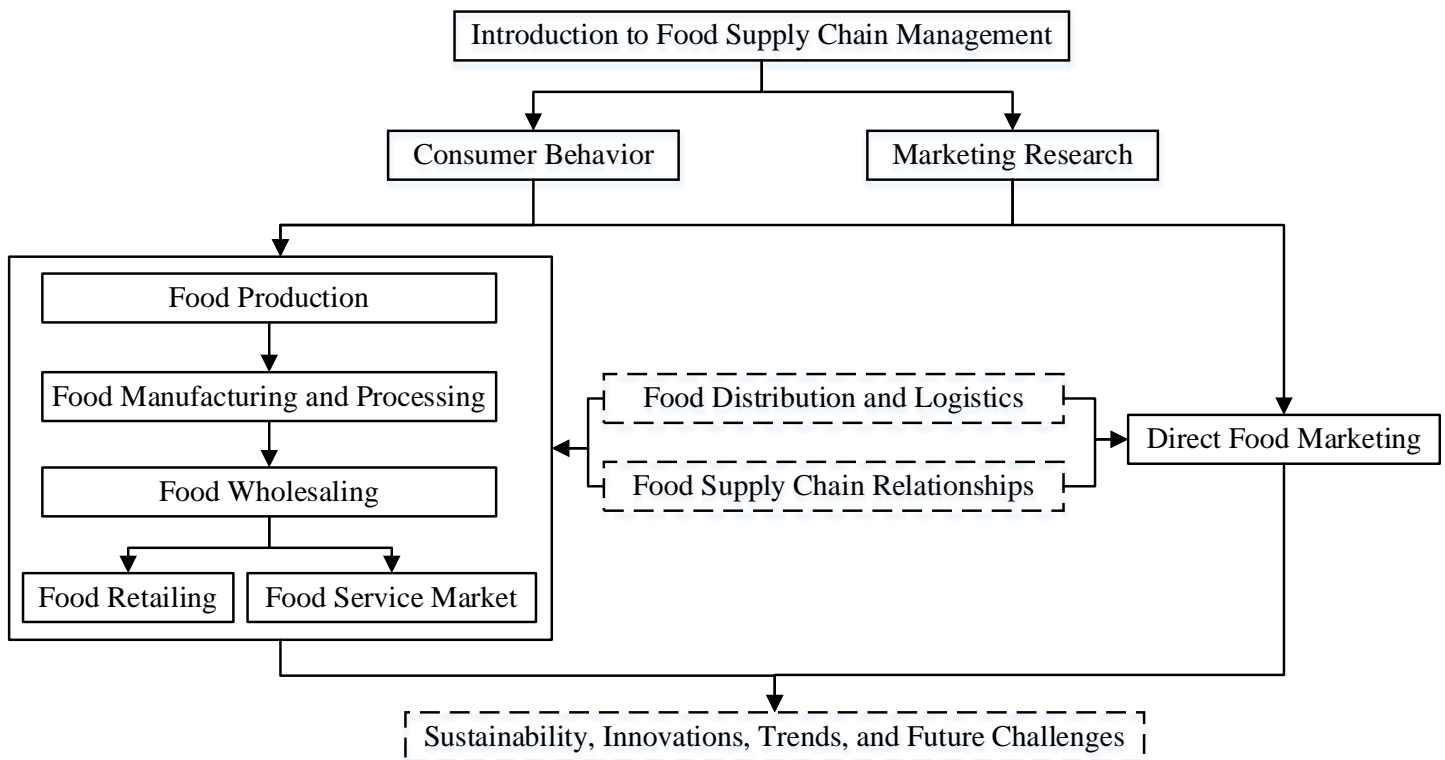
Missing an announcement posted on Canvas is **NOT** a valid excuse for not following through with class-related activities. Lecture materials will be posted on UF Canvas. I will **NOT** be sending announcements through e-mail.

## Course Structure

Classes will involve a mixture of lecturing, discussion, and various active learning activities, all designed to help increase your understanding of the course topics. Case studies are used to learn and practice analytical skills in supply chain management and marketing, as well as to demonstrate how to use these skills to solve real-world problems. All course material will be posted on e-learning to provide equal access to all students.

I expect active participation of all students in discussions of the textbook material, case studies, and supplementary readings. A **significant** portion of your grade will be based on participation and discussions.

## Course Map



Notes:

☐ Required course contents (shown in solid boxes)

⋯ Extracurricular contents (shown in dotted boxes) that will be covered when time permits

## Participation

To stimulate critical thinking and student engagement in the online class environment, there will be questions plugged into the lecture video through PlayPosit. Each module comes with a participation grade of 20 points. Some reflection-oriented questions are graded based on participation; others are graded based on correctness. Bonus point opportunities will also be offered in the lecture videos.

## Quiz

To ensure that students engage with lecture content and are ready to move on to the application, there is a quiz for each module over the content. We will have 10 quizzes, including various forms of questions, such as multiple-choice, true or false, fill-in-blanks, and analytical questions.

## Topic Application Assignment

Each class member will be randomly assigned to serve as a **Topic Leader** for a **topic** from the list below. As a topic leader, you will need to:

1. Find an advertisement, newspaper article, television show clip, YouTube/TikTok video, or other media that shows how a food or agribusiness company has applied principles from the topic (chapter) you are reading. It can be an example of something a company did well or did poorly.
2. Write a **ONE-page** paper explaining what the agribusiness/company did and how it relates to the topic (chapter) we are studying.
3. Record a 8 to 10 minutes **presentation** and post it on Canvas. Propose a list of in-depth, open-ended discussion questions to lead the class discussion posts of your topic/chapter on the discussion board.

Detailed instructions and rubrics of Topic Application Assignment (one-page paper, presentation, and leading class discussion) will be provided on Canvas.

Tentative List of Topics	
Topic #1-Module02	<b>Consumer Behavior</b>
Topic #2-Module03	<b>Marketing Research</b>
Topic #3-Module04	<b>Production</b>
Topic #4-Module05	<b>Manufacturing and</b>
Topic #5-Module06	<b>Wholesaling</b>
Topic #6-Module07	<b>Retailing</b>
Topic #7-Module08	<b>Food Service Market</b>
Topic #8-Module09	<b>Direct Marketing</b>

## Discussion

Each module will have a discussion activity meant to help students engage with each other over the course content and connect course concepts to the real world. You are expected to review and conduct research on the discussion questions beforehand, create an original post, and comment on other people's posts. The rubric for these discussion posts will be provided in the discussion instructions. Discussions are led by Topic Leaders (10) and the instructor (1).

## Final Project

This course does not require a final exam but uses a final project, titled "An Overview of Supply Chain and Marketing of the \_\_\_\_\_ Industry," to evaluate students' learning outcomes. Each student is expected to select an industry as the analytical focus early in the semester. As the semester goes by, we will discuss various supply chain functions and marketing of food industries (or commodity, or generic products). Students need to research the supply chain functions and market of the chosen industry. To facilitate productive learning and progressive testing, there will be **checkpoints** attached to the final project. This information will be clearly specified on the course website. It is your responsibility to follow the assignment instructions and checkpoint due dates.

## Bonus Points Policy

The **Instructor** reserves the right to offer bonus points during the semester as a reward for high scholastic achievement and to further challenge students academically. The content of the bonus points assignment may require knowledge extending beyond what is taught in the course. Any bonus point opportunity may be limited to individuals meeting certain specifications (determined at the full discretion of the **Instructor**). All bonus points are entirely **optional**; there is no penalty associated with any bonus point opportunities. All deadlines associated with bonus point opportunities are firm, and late bonus point submissions will not be accepted.

You can use bonus points. For example, 5 bonus points can convert into an **O-Blue Pass**®. You can use **ONE O-Blue Pass**© to extend an assignment due to the next day at **11:59 pm**. You can use up to two **Passes**© to extend the deadline for one assignment. Unspent Bonus Points will be added to your final grade directly. To use

your O-Blue Pass<sup>®</sup>, **simply e-mail me** and indicate that you want to use the **Pass<sup>®</sup>** to extend the assignment due. In your email, you **MUST** attach the digital **O-Blue Pass<sup>®</sup>** shown below:



## Grading and Course Policies

### Grading Scale

Grades will be awarded as follows:

Percentage	Grade Points	Letter Grade
93% or greater	4.00	A
90% to 92.99%	3.67	A-
87% to 89.99%	3.33	B+
83% to 86.99%	3.00	B
80% to 82.99%	2.67	B-
77% to 79.99%	2.33	C+
73% to 76.99%	2.00	C
70% to 72.99%	1.67	C-
67% to 69.99%	1.33	D+
63% to 66.99%	1.00	D
60% to 62.99%	0.67	D-
Below 60%	0.00	E

*Note: Your final grade will be posted on e-learning after the final exam. The professor has the right to change this point structure at any point so long as it improves the student's final score.*

Please note that grades are not “rounded” or “adjusted” at the end of the term. Haggling over grades at the end of the semester is NOT entertained. Of course, if there is an error in recording a grade, I will gladly give you the correct points. If you believe that your assignment is incorrectly graded or that your grade is incorrectly posted, please contact me via e-mail as soon as possible. You have seven days after a grade has been posted to voice your concern. After seven days have passed, your posted grade will be assumed to be correct and accurate.

### 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>

### Late submission

Assignment dues will be given on the class website. Submission is **NOT** accepted via e-mail unless the instructions specifically say otherwise. Late submission will receive a grade of **ZERO**. If you need more time to work on the assignment (e.g., quiz, discussion, participation, final project), you can request to redeem and use **one** O-Blue Pass<sup>®</sup> (see detailed information below) **prior to** the due. If you miss a deadline and retrospectively request to use an O-Blue Pass<sup>®</sup>, your submission will not be accepted and you will receive a grade of **ZERO** on that assignment.

### Academic Performance

Your grade on e-learning throughout the semester may not reflect your true performance in the course. You will have regular assignments that may require a quick turnaround in this class, and it is crucial that you do not “check-out” at any point in the semester. If you fall behind, you **MUST** communicate with me when you realize

this is happening. Do NOT wait until the end of the semester, as there is nothing I can do to help at that point. It is my goal to teach students and not to “give grades,” as I believe grades are earned. As such, consider the following guidelines when you have questions about your grade or class performance:

- If you have any questions about your score at any point, you may come to me during office hours to clarify the number of points you have and what points will be required to achieve your desired grade.
- Do NOT ask for clarification of your grade in class or after class. This type of discussion is reserved for office hours or scheduled meetings. Please note that I cannot communicate grade information over email.
- Do NOT ask for additional points throughout the semester. Opportunities to gain bonus points are outlined in the table above and **these bonus points are earned, not given.**
- The use of Chat GPT or any other automated writing tools to **generate** assignments or other coursework is considered **plagiarism** and will result in disciplinary action.

### Grade Composition

Your grade will be divided as follows:

Assignment Format	Component	Point
Participation	20 points for each module and 12 modules in total	240
	<b>Subtotal</b>	<b>240</b>
Quiz	Six quizzes and each is worth 20 or 40 points	160
	<b>Subtotal</b>	<b>160</b>
Topic Application Assignment and Discussion	Topic application assignment – One-page paper	40
	Topic application assignment – Presentation	30
	Topic application assignment – Leading discussion	30
	Topic leader led discussion posts (20 points * 10)	200
	Instructor-led discussion posts (20 points * 1)	20
	<b>Subtotal</b>	<b>320</b>
Final Project	Presentation	30
	Project paper	120
	Review and provide feedback to peers' presentations	30
	<b>Subtotal</b>	<b>180</b>
<b>Grand Total</b>		<b>900</b>

### Tentative Semester Outline

Week	Topic
Week #1 (1/13/2025 - 1/17/2025)	Introduction to Supply Chain Management
Week #2 (1/20/2025 - 1/24/2025)	Consumer Behavior
Week #3 (1/27/2025 - 1/31/2025)	Consumer Behavior
Week #4 (2/3/2025 - 2/7/2025)	Marketing Research
Week #5 (2/10/2025 - 2/14/2025)	Marketing Research
Week #6 (2/17/2025 - 2/21/2025)	Production
Week #7 (2/24/2025 - 2/28/2025)	Manufacturing and Processing
Week #8 (3/3/2025 - 3/7/2025)	Manufacturing and Processing
Week #9 (3/10/2025 - 3/14/2025)	Wholesaling
Week #10 (3/17/2025 - 3/21/2025)	Retailing
Week #11 (3/24/2025 - 3/28/2025)	<b>Spring Break</b>
Week #12 (3/31/2025 - 4/4/2025)	Retailing
Week #13 (4/7/2025 - 4/11/2025)	Food Service Market

Week #14 (4/14/2025 - 4/18/2025)	Food Service Market
Week #15 (4/21/2025 - 4/23/2025)	Direct Marketing

Please note this syllabus is a rough outline of the course and how it will be conducted. Changes to the course (exam dates, material covered, general policies, etc.) are determined by the instructor and subject to change.

## University Policies and Assistance

### Attendance 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/UGRD/academic-regulations/attendance-policies/>. In general, you are expected to be in class each day and submit all work on time on e-Learning.

### Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect 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.

### Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students are 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 <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### University Honesty Policy

UF students are bound by The Honor Pledge: “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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Conduct Code](#). If you have any questions or concerns, please consult with the instructor or TAs in this class.

### 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. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

### Campus Helping 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](#).

### Campus Helping Resources - Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- *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](#).

Students experiencing crisis or personal problems that interfere with their general wellbeing are encouraged to utilize the university’s counseling resources. Both the Counseling Center and Student Mental Health provide confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal or lacking clear career and academic goals, which interfere with their academic performance.

If something happens in your personal life that has an impact on your academic life, you must go through the Dean of Students Office (contact below) for additional accommodations. If you are experiencing other forms of distress that do not impact your performance in my class, there are several resources available on campus for students (<http://www.umatter.ufl.edu/>).

### [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 action 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

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*Note: The instructor reserves the right to change the terms and dates stated in this course syllabus at any time. Any changes will be communicated in class and on e-learning as an announcement. It is solely the student’s responsibility to stay informed of any changes. By enrolling in this course, you are agreeing to the terms outlined in this syllabus.*

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**I look forward to a productive and rewarding semester with you all! 😊**