



AEB 4342
AGRIBUSINESS & FOOD
MARKETING MANAGEMENT
Fall 2023

Instructor

Dr. Lijun (Angelia) Chen
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Office hours: Wednesdays @ 10:00 AM – 11:00 AM

*Note: This represents times that I should be available; however, feel free to set up an appointment to see me through **Bookings (LINK)**. Many students find email is an easy, fast way to ask me questions. If you email me, please use [lijunchen@ufl](mailto:lijunchen@ufl.edu) (do **NOT** use Canvas email) and make sure to include **AEB4342** in the subject line. Please allow me 24 hours to respond to your email; typically, I respond much sooner.*

Teaching Assistants

Role	Name	Email	Office Hours
Graduate TA	Meri Hambaryan	m.hambaryan@ufl.edu	TBD

Course Details

Class Meeting Time: Mondays, Wednesdays, Fridays | Period 7 (11:45 PM - 12:45 PM)

Class Location: Anderson Hall 0101

Class Dates: 08/23/2023 - 12/06/2023

Course Orientation: Wednesday, August 23rd, 2023

Final Exam: 12/12/2023 @ 3:00 PM - 5:00 PM (Anderson Hall 0101)

Default Due Time: 11:59 PM, unless specified otherwise

Prerequisites: AEB 3133 Principles of Agribusiness Management

Required Materials & Tools

- A Preface to Marketing Management by J. Paul Peter and James H. Donnelly, Jr from publisher McGraw-Hill. ANY RECENT EDITION (12-15th) WILL DO.
- Supplementary readings and videos – links will be provided on the class website.
- Case study purchase link will be provided on the class website.
- iClicker will be used extensively to track attendance and participation through in-class polling and/or quizzing. iClicker Join Link: <https://join.iclicker.com/MMBD> (Join Code: **MMBD**)

Course Description

Application of marketing and management principles to agribusiness and food marketing problems faced by managers. Emphasis on case problems, group projects, oral presentations and written assignments.

Course Objectives

This course provides a senior-level capstone experience. It covers principles and applications of marketing and management and focuses on marketing and marketing problems faced by agribusinesses. The course will center on understanding the advanced principles of marketing management that characterize agribusiness and food systems, using a diverse set of approaches and tools to analyze marketing management cases, and developing skills to conduct strategic marketing planning. As a result, this course involves frontal lectures, case studies, class discussions (presentations), quizzes, and written assignments. After completing this course, you will be able to:

- Understand marketing principles and the role of marketing management in agribusiness and food systems.
- Develop analytical skills and master strategic planning tools for solving real-world problems, such as analyzing writing, and presenting case analyses.

- Conduct strategic positioning, marketing research, and consumer segmentation.
- Evaluate pricing, distribution, promotion, and (new) product decisions.
- Identify and analyze the real-life applications of those strategies used by food and agribusiness companies to achieve a specific organizational objective.
- Apply empirical research methods to develop marketing research plans and solve business cases.

Important FRE Contacts

Role	Name	Email	Office
Undergraduate Coordinator	Dr. Misti Sharp	mistisharp@ufl.edu	1189 MCCA
Undergraduate Academic Advisor	Danielle Shu	dshu@ufl.edu	1170 MCCA
FRE Technology Assistance	Dave Depatie	ddepatie@ufl.edu	1197 MCCA

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

I post important announcements sparingly and will **NOT** answer questions by email that are already answered via canvas announcements or the course syllabus. Missing an announcement posted on Canvas is **NOT** a valid excuse for not following through with class-related activities. Lecture materials will be uploaded on UF Canvas. I will **NOT** be sending announcements through email.

Course Structure

This class is scheduled for the fifth period **in person** on Mondays, Wednesdays, and Fridays. 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 marketing management, 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. Nevertheless, the only way to ensure that you have all the information needed for learning, engaging in class discussions, and earning bonus points is to attend class in person. This is **NOT** an online class.

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 homework assignments and in-class discussions.

Case Studies and Homework Assignments

Case studies will be used intensively in the class to illustrate how concepts taught in lectures and read in the book can be applied to real-world businesses. In order for case study discussions to be productive, it is critical that everyone comes to class prepared to discuss the case study.

In addition to cases that we will discuss and analyze in class, the homework assignment focuses on **THREE** main cases. Detailed information about the three cases will be provided during the Course Orientation. The required cases need to be purchased from the **Harvard Business Publishing Coursepack**; the link will be provided on the course website.

For copyright protection purposes, I will NOT share case study materials in and out of class. It is your responsibility to purchase the case studies for your homework assignment individually. **The materials in the Coursepack are exclusive for your personal use, and you are NOT allowed to distribute and share them due to copyright policy.**

Note that **some** homework assignments will include a **Reflection Component**. This aspect encourages students to pause and contemplate the essence of the topic, draw inspiration from in-class discussions, reflect on how newly acquired knowledge can contribute to enhancing their competitive advantage for future careers, and recollect the challenges faced during the learning journey while considering ways to enhance the overall learning experience.

To facilitate effective learning and progressive assessing, each case will be divided into smaller parts, each aligned with specific checkpoints. Consequently, your homework assignments will comprise multiple sections, each with its distinct deadline. These details will be prominently outlined on the course website. **It is your responsibility to follow the assignment instructions and respect the checkpoint deadlines.**

Quizzes

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, we will have reading quizzes **either before starting a new chapter or case, in class, or after class.**, depending on the specific due associated with each quiz. We will have reading 9 quizzes. When preparing for the quiz questions, think about the following questions:

For chapters-

- What are the main learning points from the chapter?
- What did you read about, but are still unclear about?
- What did you find most interesting in this chapter?

For cases-

- What is the case about and what are the real problems?
- What tools can you use to analyze the information?

Topic Application Assignment

Each class member will be assigned a **CHAPTER/TOPIC** that they are responsible for finding a real-world application. These class members are called Topic Leaders. That means each chapter/topic has **four or five** class members (i.e., Topic Leaders) assigned. Considering the time allocation of in-class discussion, each topic is accompanied by **TWO APPLICATIONS**, leading to **TWO presentations.** This means each topic will have two groups of Topic Leaders and each group has two or three Topic Leaders. Each group will work on finding a real-world application for the topic, writing a one-page topic application paper, and making a presentation. The two groups of Topic Leaders will work on proposing and compiling a list of discussion questions and then lead the class discussion based on the questions you all jointly proposed.

You will be expected to present your example in class and lead a discussion about why this is relevant to the chapter and what can be learned from it. Unless instructed otherwise, the slides and the ONE-page paper are due before the **SECOND** lecture on the topic. We may not reach the point for your application assignment on the day it is due, so be prepared to discuss it on any day when we are covering your chapter/topic.

Topic application assignments and in-class discussions usually go side by side. The Topic Leaders will jointly serve as **moderators** for the discussion. Topic leaders should work with each other **in advance** and make a plan on how to use the 50 minutes of the class meeting time to present, moderate, and discuss.

Topic application assignments require collaborative engagement. Therefore, **I discourage planned absence on your presentation day.** If you have a **pre-arranged excused absence**, please coordinate with both me and your fellow Topic Leader(s) to arrange a presentation and discussion rescheduling. no later than the first lecture of your assigned topic. In the event of a **legitimate emergency** causing your absence on your presentation day, please inform me at least TWO HOURS before the class. Under such circumstances, the entire discussion session will be rescheduled.

In-class Discussion

In-class discussion will divide the whole class into several small groups, typically around 4 groups, each comprising 4-5 class members. These group compositions are not static, affording you the flexibility to collaborate with different peers during each discussion session. The discussions are guided by the applications and discussion questions developed by Topic Leaders. The objective is to deepen your grasp of the topic, achieve a holistic understanding of the topic's knowledge framework, and effectively apply your learning to problem-solving scenarios.

Group members are expected to actively participate by (1) responding to discussion questions, (2) offering feedback on viewpoints presented by other groups and Topic Leaders, and (3) engaging in direct interactions with the Topic Leaders, including posing questions to them. I'll grade your group's responses, which are worth up to five points. The assessment will be based on the following criteria:

- Does the student speak in a comprehensible fashion?
- Does the student present:
 - * Data or empirical evidence to support the student's claim
 - * Reasons to justify the connections between data and the claim
- 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?
- 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?

Rubrics:

1. Actively participating in the class discussion – up to **five** points. Topic leaders, TA, and I will audit group discussions and grade your participation in discussions using the evaluation form below. Name card will be very helpful in making sure we will not miss your points.

Criteria	Name
Meaningful contributions when speaking (1 pt.)	
Thoughtful listener (1 pt.)	
Ask questions (1 pt.)	
Reference data or analytical tools learned from the class (1 pt.)	
Communicate respectfully and within a reasonable time frame (1 pt.)	
<i>Total score</i>	

2. Quality of discussion results & responses to discussion questions – up to **five** points, the entire group will be awarded the same quality points. It's important that all group members participate in the conversation. However, **if less than half of the group members actively contribute by speaking, there will be a deduction in points.**
3. Each in-class discussion is worth 10 points, and there will be a total of 9 discussion sessions.

If you have an **excused absence** on the day of in-class discussion, **please contact me a day prior to the class to ensure you are not penalized for missing the discussion session.** Alternatively, you have the option to submit "make-up" work for the discussion. In such case, you are expected to review the discussion material and provide me with a written discussion of about 150 -200 words. This written discussion should include the following components: (1) Summarize Core Elements: Offer a concise overview of the fundamental elements covered in the topic. (2) Real-World Applications: Discuss how these essential elements are exemplified through the real-world scenarios shared by the Topic Leaders. (3) Address Discussion Questions: Provide your responses to the discussion questions related to the topic.

If your absence from the class discussion does not qualify as an excused absence, you will get a grade of **ZERO**.

Attendance and Participation

Your consistent presence and active participation in class discussions are anticipated. To monitor attendance, I will conduct eight random iClicker checks, each worth five points. For each chapter covered, you can anticipate an in-class worksheet. These sheets capture essential questions and key concepts. Employing these worksheets during lectures will enrich your understanding and contribute to your "participation" grade. I will perform eight random checks to evaluate participation. You can use **O-Blue Pass**® to make up missed attendance and/or participation. For more information, please read the O-Blue Pass® Section below.

While a single absence or reduced engagement may not significantly impact your grade, **it could lead to you missing important in-class discussions about homework assignments and midterm and final assessments.** This could potentially undermine your grasp of assignment requirements and expectations, thereby impeding your overall performance and grade.

iClicker

iClicker will be used for tracking attendance, polling, and conducting interactive review sessions.

To ensure seamless participation, **you must set up an iClicker account.** This will allow you to engage with questions posed during the session using your laptop, smartphone, or tablet connected to the University's Wi-Fi network. The responsibility lies with each student to be well-prepared for class. This entails having an activated and updated polling account and ensuring your polling device (be it a smartphone, tablet, laptop, etc.) is charged. Non-compliance with these requirements will not warrant special considerations, such as making up polling questions or being excused from them due to technicalities.

It's important to emphasize that polling questions are strictly individual endeavors; collaborative efforts are not permitted. I take academic honesty very seriously. Sharing your answers with other students, submitting votes for a fellow student, or voting in a class in which you are not present violates the University's Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. If you are caught sharing answers, voting for another student, or having votes in a class that you did not attend, **you will receive a ZERO for your attendance and participation for the entire semester, and you will be reported to the Dean of Students Office for further disciplinary action.**

Grading and Course Policies

Grading Scale

Grades will be awarded as follows

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-
59.9% or less	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 entertaining. 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 email** 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

Late submission

Assignment dues will be given on the class website. Submission is NOT accepted via email unless the instructions specifically say otherwise. Throughout the semester, late submissions will not be accepted, resulting in a score of **ZERO**. If you need additional time to work on the assignment (e.g., quiz, homework, take-home assessment), you are welcome to proactively redeem earned Bonus Points into O-Blue Passes[®] and use a maximum of two Passes[®] to extend your deadline (see detailed information below). If you miss a deadline and retrospectively request to use an O-Blue Pass[®], your submission will not be accepted, and you will receive a grade of **ZERO** on that assignment.

Grade Composition

Your grade will be tentatively divided as follows:

Assessment Format	Points
Homework Assignment	300
Reading and Quiz	240
Topic Application Assignment	90
Discussion	90
Participation and Bonus Points	80+
Midterm and Final Assessment	200
Total	1000+

Notes: A detailed grade breakdown will be provided and explained at the Course Orientation. The “+” in “Participation and Bonus Point” indicates that unused Bonus Points will be added to the student’s final grade.

Bonus Point and O-Blue Pass[®]

Bonus Point Earning and Spending Guidelines		
Type	Description	Point
Earning	Respond to Bonus Point questions in class	1 pt per question
	Correctly answer Bonus Point questions in class	2 pts per question
	Other potential opportunities ^a	2 pts or 5 pts
Spending ^b	Use 5 Bonus Points to redeem one O-Blue Pass [®] , compensating for attendance, participation, or penalty	5 pts per Pass [®]
	Use 5 Bonus Points to redeem one O-Blue Pass [®] , which extends an assignment deadline by one day until the following day at 11:59 am^c	5 pts per Pass [®]

Notes: ^aThere will be other Bonus Points opportunities as the semester goes, including, for example, developing a short educational presentation on a trendy topic or summarizing a chapter’s contents. ^bUnspent Bonus Points will be added to your final grade directly. ^cYou are allowed to use a maximum of **TWO** Passes[®] to extend the deadline for your assignment by **two** days.

You have the option to “borrow” up to 10 Bonus Points at a zero-interest rate at any given time. The borrowed BP must be repaid by earning bonus points within two weeks after utilizing the Passes[®] that you redeemed through borrowed BP, or before the end of the semester, whichever occurs first. If you fail to pay back the BP loan within this two-week period, a flat interest fee of two points will be imposed on your BP balance for two consecutive weeks. Failure to settle the debt within four weeks or before the semester concludes will result in the invalidation of the assignment for which you used the Passes[®]. This entails receiving a grade of **ZERO** for that specific assignment.

The TA and I will update Bonus Point earnings the day new points occur. It is your responsibility to keep track of your Bonus Points in a timely manner throughout the semester. **If you fail to inform us of missed points within the same week, the posted points will be final.**

Every class member will obtain **ONE** O-Blue Pass[®] at the first week of the semester **upon completing the Student Background Knowledge Survey**. **Note that O-Blue Pass[®] does NOT apply to make up for in-class discussion**

sessions. To use your O-Blue Pass[®], **simply email me, and copy TA**, and indicate that you want to use the Pass[®] for attendance or participation (on which day) or due extension (on which assignment). In your email, you **MUST** attach the digital O-Blue Pass[®] shown below:



Excused absence

In order to be excused from class, an in-class discussion or activity, or allowed to submit an assignment late **without using an O-Blue Pass[®]**, you **must notify me in advance and secure my permission**. The only acceptable reasons to request an excuse are:

- Medical emergency (ordinary doctor's visit is not acceptable; proper documentation justifying the excuse will be required).
- Significant personal or professional commitment. Eligibility depends on the instructor's judgment, and hence **prior permission is a must**. Assignments are due on their due date, and assignments must be submitted on their due date or prior to their due date even if the student is excused from class on the assignment due date.
- Genuine family emergency (again, proper documentation/verification form will be needed).
- The observance of religious holidays and cultural practices are an important reflection of our diversity. As your instructor, I am committed to providing equivalent educational opportunities to students of all belief systems. **At the beginning of the semester, you should review the course requirements to identify foreseeable conflicts with assignments, exams, or other required attendance.** If at all possible, please contact me within the first two weeks of the first class meeting to allow time for us to discuss and make fair and reasonable adjustments to the schedule and/or tasks.
- Given that homework assignments (case studies) are broken down into multiple parts associated with individual dues and posted well in advance of their final due dates, university athletes or students engaging in approved professional or personal commitments are expected to submit assignments by their stated due dates. Under certain circumstances, I will allow make-up assignments or extensions when the assignment is missed due to official university sporting events pending ample WRITTEN notification in advance (at least 7 days prior). Club/recreational sports are not granted the same courtesy.
- Excused students will be permitted to make up in-class assignments/quizzes/discussions/attendance when feasible. Students should contact me on the first day that they return to class after their absence to make arrangements to complete make-up in-class assignments/quizzes/discussions/attendance.
- **Documentation/verification for an excused absence must be submitted no later than the first day you return to class. Simply emailing me that you will not be in class does not count as documentation.**
- Should you experience a significant hardship/illness during the semester that negatively affects your performance in the course or has the potential to negatively affect your performance in the course, you must inform me as soon as possible such that appropriate accommodations can be made. You will be asked to obtain documentation from the Dean of Students Office regarding your circumstances. Providing documentation at the end of the semester and seeking retroactive accommodations will not be well received.

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 email me or come to office hours expecting to change your score on a given assignment unless an egregious error has been made in entering your grade into Canvas (e.g., you failed to get credit for a completed assignment or an exam grade was entered incorrectly).
- 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.

Tentative Semester Outline

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 are subject to change. By enrolling in this course, you are agreeing to the terms outlined in this syllabus. Please contact me if you have any questions.

Week	Topic
Week #1 (8/23/2023-8/25/2023)	M1-Section2-Analyzing marketing problems and cases
Week #2 (8/28/2023-9/1/2023)	M1-Section2-Analyzing marketing problems and cases
Week #3 (9/6/2023-9/8/2023)	M2-Chap1-Strategic planning and marketing management
Week #4 (9/11/2023-9/15/2023)	M3-Chap2-Marketing research
Week #5 (9/18/2023-9/22/2023)	M3-Chap2-Marketing research
Week #6 (9/25/2023-9/29/2023)	M4-Chap3-Consumer behavior
Week #7 (10/2/2023-10/4/2023)	M5-Chap5-Market segmentation
Week #8 (10/9/2023-10/13/2023)	M5-Chap5-Market segmentation
Week #9 (10/16/2023-10/20/2023)	M6-Chap6-Product strategy/Product life cycle (PRODUCT)
Week #10 (10/23/2023-10/27/2023)	M6-Chap6-Product strategy/Product life cycle (PRODUCT)
Week #11 (10/30/2023-11/3/2023)	M7-Chap7-Marketing communications (PROMOTION)
Week #12 (11/6/2023-11/8/2023)	M7-Chap7-Marketing communications (PROMOTION)
Week #13 (11/13/2023-11/17/2023)	M8-Chap8-Distribution strategy (PLACE)
Week #14 (11/20/2023)	Guest Lecture
Week #15 (11/27/2023-12/1/2023)	M9-Chap9-Pricing strategy (PRICE)
Week #16 (12/4/2023-12/6/2023)	M9-Chap9-Pricing strategy (PRICE)

Classroom Etiquette

Honest and respectful dialogue is expected. Disagreement and challenging ideas in a supportive and sensitive manner is encouraged. Hostility and disrespectful behavior is not acceptable.

Be on time and stay for the entire class. Arriving late or leaving early impedes your learning as well as the learning of your classmates. **In the case of arriving late, you will receive a five-point reduction/penalty on your final attendance grade for each offense. This policy will be strictly enforced.**

Use of cell phones, laptops, etc. for non-note taking or non-polling purposes during class impedes your learning as well as the learning of your classmates. Your phone should be set on silent/vibrate so that it does not make any sound during the class, which would disrupt the entire class. Students who attend class but choose to disrupt the class by talking, surfing the internet, or browsing their cell phones, or working on other class assignments will receive a

five-point reduction/penalty on their final attendance grade for each offense. This policy will be strictly enforced.

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 TA 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 regard 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, 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 email at 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.](#)
- *Online Students Complaints:* [View the Distance Learning Student Complaint Process.](#)

Students experiencing crisis or personal problems that interfere with their general well-being 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

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 (see [Student Help FAQs - eLearning - University of Florida \(ufl.edu\)](#)).
- 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 TAs or contact the CALS Dean's Office (cals-dean@ufl.edu).

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.

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