

AEB 4342: Agribusiness & Food Marketing Management – Fall 2025

Course Time and Location: MWF Period 7 (1:55 PM - 2:45 PM), CSEE 221

Final Exam: 12/12/2025 @ 10:00 AM - 12:00 PM

Instructor information: Dr. Jianhui (Jeffrey) Liu, jianhuiliu@ufl.edu

Office Hours and Location: Location TBD and Via Zoom.

<https://ufl.zoom.us/j/6539458428>

You are welcome to meet me in my office or over Zoom during my office hours. The office hours Zoom link is <https://ufl.zoom.us/j/6539458428>. If you have a time conflict with the office hours, you are welcome to schedule an appointment with me using the Canvas mail tool.

If you have questions about anything, please use the **Canvas mail tool** and start your email subject with AEB 4342. Please allow 24 hours to respond to your email.

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.

Prerequisites: AEB 3133 and FRE major in the agribusiness specialization.

Undergraduate Advisor: Ms. Michelle Baldwin; 1170B McCarty Hall A; (352) 294-7640; E-mail: baldwin.ma@ufl.edu; [Schedule an appointment](#)

Undergraduate Coordinator: Dr. Misti Sharp; 1189 McCarty Hall A; (352)294-7632; E-mail: mistisharp@ufl.edu; [Schedule an appointment](#)

Teaching Assistant: Chenxi Hu

Office Hours and Location: Thursday 3 PM – 4 PM

Location TBD and Via Zoom: <https://ufl.zoom.us/j/94396668439>

Expected Student Learning Outcomes:

After the successful completion of AEB 4342, a typical student should be able to:

- Explain marketing principles and analyze the role of marketing management in agribusiness and food systems.
- Apply analytical skills and strategic planning tools to solve real-world problems in agribusiness marketing.
- Formulate and present case analyses, demonstrating critical thinking and communication skills.
- Design strategic positioning plans, develop marketing research plans, and construct consumer segmentation strategies for agribusiness firms.
- Evaluate and critique pricing, distribution, promotion, and product decisions in the context of agribusiness and food systems.
- Analyze real-world applications of marketing strategies used by food and agribusiness companies to achieve specific organizational objectives.

Course Summary/Topics (optional—get students excited about your class):

Required Course Materials:

- **Textbook:** *A Preface to Marketing Management* by J. Paul Peter and James H. Donnelly, Jr from publisher McGraw-Hill, Edition 15 is strongly recommended.
- **E-learning:** There is an [E-Learning Canvas webpage](http://elearning.ufl.edu) for this course. E-learning can be accessed via <http://elearning.ufl.edu> using your Gatorlink username and password. If you are having difficulties accessing E-learning, please contact the UF Computing Help Desk by calling (352)-392-HELP or via email helpdesk@ufl.edu.
- Supplementary readings will be provided and assigned through Perusall to ensure students' preparedness.

Class Structure:

In-person classes will involve a mixture of lecturing, discussion, and various active learning activities, all designed to help increase your mastery of the course topics. 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.

Course Assignments and Expectations:

Your final grade will be based on attendance, homework assignments, discussion posts, one mini case study report, and non-cumulative exams. This course is designed to support learning through regular engagement, applied thinking, and flexibility in assessment.

Non-grading Quiz

At the end of most chapters, you will complete a short in-class quiz designed to review key concepts. After completion, we will go over the answers together so you can check your understanding and ask questions. These quizzes are not graded for accuracy, and you will receive full credit for participation. After completion, we will go over the answers together so you can check your understanding and ask questions. The lowest quiz grade will be dropped.

Homework Assignments

Homework is assigned at the end of most chapters and is typically due one week later. You are encouraged to collaborate with classmates when reviewing material, but submitting answers generated by ChatGPT or any other AI tools is considered plagiarism and may result in disciplinary action. All assignments must be submitted through Canvas unless otherwise noted. The lowest homework grade will be dropped.

Mini Case Study Report

You will complete a brief case study report during the final month of the semester. You will choose one case from a provided list and write a report of at least 800 words. The report should demonstrate your ability to apply course concepts to real-world marketing or agribusiness situations. Instructions and grading criteria will be provided in advance.

Exams

The exams in this course are non-cumulative. Each exam will cover only the material from recent weeks. There is no final exam. Review materials will be provided before each exam to help guide your preparation. The lowest exam grade will be dropped.

Bonus points

Bonus points may be available at various points throughout the semester. Opportunities to earn bonus points will be announced in class or on Canvas and may include optional assignments, participation in extra activities, or engagement with guest lectures. These are designed to encourage continued involvement and provide a small boost to your overall grade. Details and deadlines for each opportunity will be communicated as they arise.

Composition of Final Score:

Course Assignments	Total Points	% of Total
8 Non-grading Quizzes (Best of 7)	150	15%
8 Homework Assignments (Best of 7)	300	30%
Mini Case Study Report	250	25%
4 Exams (Best of 3)	300	30%
Bonus points (Syllabus quiz, etc)	TBD	TBD
Total	1000+ points	100%+

Student Evaluation:

Grade	Percentage	Total points	Grade Points
A	93% or more	≥ 930	4.00
A-	90.0 – 92.9%	900 - 929	3.67
B+	86.0 – 89.9%	860 - 899	3.33
B	83.0 – 85.9%	830 – 859	3.00

B-	80.0 – 82.9%	800 – 829	2.67
C+	76.0 – 79.9%	760 – 799	2.33
C	73.0 – 75.9%	730 – 759	2.00
C-	70.0 – 72.9%	700 – 729	1.67
D+	66.0 – 69.9%	660 – 699	1.33
D	63.0 – 65.9%	630 – 659	1.00
D-	60.0 – 62.9%	600 – 629	0.67
E	59.9% or less	≤ 599	0.00

Tentative Schedule:

This schedule is tentative and subject to change. Adjustments may be made to accommodate guest lectures, university closures (e.g., for weather events), or to allow for review and catch-up as needed.

Week	Activity (lecture, reading, discussions, etc)	Important dates
1	Course Orientation	Start date 8/21
2	Chapter 1	
3	Chapter 1 and 2	Labor day 9/1
4	Chapter 2 and Exam 1	
5	Chapter 3	
6	Chapter 3 and 5	
7	Chapter 5 and Exam 2	
8	Chapter 6	
9	Chapter 6 and 7	Homecoming 10/17
10	Chapter 7 and Exam 3	
11	Chapter 8	
12	Chapter 8 and 9	
13	Chapter 9	Veteran's Day 11/11
14	Exam 4	
15	No Classes	Thanksgiving— All week
16	Final Discussion	Class ends: 12/3

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.

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.

Policy on Use of AI:

Using artificial intelligence (AI) to generate any part of a homework assignment without proper acknowledgment will result in a zero for the assignment and may lead to disciplinary action under the University Honor Code. While AI assistance (e.g., tools used for brainstorming or editing) is permitted with proper attribution, fully AI-generated submissions are strictly prohibited. Students must include an acknowledgment if AI tools were used in any capacity.

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/>.

Students Requiring Accommodations

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, <https://disability.ufl.edu/>

Course Evaluation

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. 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.ua.ufl.edu/students/>. 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 <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

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: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

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.

In-Class Recordings

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the Instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving

solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the Instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

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/>)