
**AEB4931: Applied Digital Marketing Communications Strategy for Agribusiness Leaders
– Fall 2025**

Course Time and Location: TBD

Instructor information: Alena Poulin; 1197A McCarty Hall A; (352) 294 – 7662; E-mail: alenarene@ufl.edu

Office Hours and Location: 1197A McCarty Hall A, By Appointment

Course Description (from Catalog): Lectures, conferences or laboratory covering specially selected topics in food and resource economics.

Prerequisites: Instructor Permission

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

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

Expected Student Learning Outcomes: After the successful completion of AEB4931, a typical student should be able to:

- Identify and implement the elements of a cohesive digital marketing strategy
- Collaborate effectively with a project team
- Conduct qualitative research
- Analyze and effectively implement insights gained from research
- Apply creative thinking strategies to develop innovative marketing concepts
- Structure and present persuasive business presentations.

Course Summary: In today’s digitally connected world, understanding how to design, implement, and evaluate digital marketing strategies is essential for professionals in agribusiness. This course provides hands-on experience with the full lifecycle of ideation for a digital marketing communications campaign, from conducting primary and secondary research to crafting a creative brief, identifying SEO strategies, setting KPIs and pitching a final campaign concept. Students will work as a team throughout the semester to develop and present a comprehensive digital marketing proposal tailored to an agricultural economics audience for the FRE Department’s Centennial Celebration in 2026, applying real-world strategies. They will then have the chance to present their final pitch to the Centennial Committee for potential implementation by the department.

Required Course Materials:

- **E-learning:** There is an [E-Learning Canvas webpage](#) 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.

Class Structure: Class Meetings will be Held Once a Week for 50 minutes, on a Day & Time to Be Determined by the Cohort at the End of Drop-Add Week.

Course Assignments and Expectations:

1. Attendance/In Class Participation: 10%

Description: A large portion of the work will be group work that occurs during our class period. Therefore, it is critical that students attend in person and participate actively in groupwork and discussions.

2. Marketing Research: 30% (5% Primary, 15% Secondary, 10% Research Summary)

Description: A critical part of any successful marketing campaign is the research behind it. Your Marketing Research Grade will be the culmination of three assignments:

- *Primary Research* - Conduct Secondary Research. Each Person Should Find at least 5 Reputable Sources of Info on their Assigned Topic Area & Summarize their Findings to Bring to Class.
- *Secondary Research* – As a group, we will come up with focus group questions in class. Students will be expected to lead a focus group with the Ag. Econ Club and take accurate notes to bring to class the following week.
- *Research Summary* – As a group, create a one-page research summary that condenses the insights gained from both your primary and secondary research.

3. Creative Brief: 10%

Description: The creative brief will guide the development of the class's Digital Marketing Campaign. This is a short one-page breakdown of the following: Objective, Target Audience, The Problem, Insight, Brand Truth, Strategic Proposition, and Tone. In 60 seconds, this should help a creative team understand your concept and develop deliverables to support your digital marketing campaign.

4. Campaign Concept: 10%

Description: As a group, students will submit a one-page summary of their campaign concept. This should include ideas for deliverables, an explanation of how the concept implements the ideas presented in your creative brief, and thoughts on what else the group will need to turn the concept into a fully realized idea.

5. Pitch Deck: 15%

Description: As a group, students will prepare a pitch deck of 20 slides covering their Research, Insights, Creative Brief, Campaign Concept, Deliverables, Budget, KPIs, and Proposed Timeline. This PowerPoint should be informative and persuasive, designed to convince a client to accept your campaign idea.

6. Final Presentation: 20%

Description: Students will get the opportunity to present the culmination of their work in a 10- to-15-minute presentation to a panel of judges. Students must work as a team and will be graded not only on the execution but also equality of the distribution of the workload amongst team members. A peer evaluation form will be distributed after your final presentation and your scores will be factored into the final grade each individual receives.

Composition of Final Score:

Course Assignments	Total Points	% of Total
Secondary Research Assignment	10 points	5%
Primary Research Assignment	30 points	15%
Research Summary	30 points	15%
Creative Brief	20 points	10%
Campaign Concept	30 points	15%
Presentation Pitch Deck	30 points	15%
Final Presentation	30 points	15%
Attendance	20 points	10%
Total	200 points	100%

Student Evaluation: Fractional Percentages of 0.4 or Higher will Be Rounded Up to the Nearest Whole Percentage.

Grade	Percentage	Grade Points
A	93% or more	4.00
A-	90 – 92%	3.67
B+	86 – 89%	3.33
B	83 – 85%	3.00
B-	80 – 82%	2.67
C+	76 – 79%	2.33
C	73 – 75%	2.00
C-	70 – 72%	1.67
D+	66 – 69%	1.33
D	63 – 65%	1.00
D-	60 – 62%	0.67
F	59% or less	0.00

This course adheres to all UF Academic Policies: <https://go.ufl.edu/syllabuspolices>

Schedule:

Week	Activity (lecture, reading, discussions, etc)	Important dates	Assignments Due
1	Syllabi, Decide on Class Meeting Time	Start date 8/21	
2	What is Digital Marketing?		
3	Marketing Research – Secondary	Labor day 9/1	
4	Marketing Research – Primary		Secondary Research Assignment Due In Class Assignment – Develop Focus Group Questions After Class Assignment – Host Focus Group With Ag Econ Club Before Next Class
5	Marketing Research – Establishing Insights		In Class Assignment: Build Insights & Research Summary Together Based on Primary and Secondary Research from Previous Week
6	The Importance of the Creative Brief		One Page Research Summary Due In Class Activity to Build Creative Brief

7	Elements of a Digital Marketing Campaign		First Draft Creative Brief Due
8	SEO Strategy Research & Implementation		In Class Assignment: SEO Research. Decide on Keywords you want to incorporate into your final campaign concept. Receive Feedback on Creative Brief
9	Marketing Campaign Deliverables	Homecoming 10/17	Final Creative Brief Due
10	Group Work Day in Class - Brainstorming Deliverables		
11	Group Work Day in Class – Brainstorming Deliverables		
12	Setting a Budget and KPIs		Campaign Concept Due In Class Activity: Set Budget and KPIs
13	Group Work Day in Class	Veteran’s Day 11/11	In Class Activity: Building a Pitch Deck
14	Group Work Day in Class		Pitch Deck Draft Due In Class Activity: Revising Pitch Deck & Practice Presentation
15	No Class - Holiday	Thanksgiving —All week	
16	Final Presentation of Marketing Pitch	Class ends: 12/3	Final Pitch Deck Due Final Presentation Due

Final exams must take place on a time designated by the university. These dates and times and posted on one.uf and in the [schedule of courses](#). You may not have an exam time that differs from the one set by the university (please see [Examination Policies and Reading Days < University of Florida \(ufl.edu\)](#)). Final exams will take place in the regular classroom.

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 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!*****