

AEB 4342
AGRIBUSINESS & FOOD
MARKETING MANAGEMENT
Spring 2026

Instructor

Dr. Lijun (Angelia) Chen

Phone: 352-294-7678

Student hours: Mondays @ 10:00 AM – 11:00 AM

Office: 1103 MCCB

E-mail: lijunchen@ufl.edu

*Note: This represents times that I should be available; however, feel free to set up an appointment to see me through **Bookings (LINK)**. Any issues that require action **MUST** be handled by email so that there is a written record of need. If you email me, please use lijunchen@ufl.edu (do **NOT** use Canvas email) and make sure to include **AEB4342** in the subject line. Please allow me 24-48 hours to respond to your email; typically, I respond much sooner.*

Students are expected to maintain a high standard of professionalism in all course-related interactions and communications. This includes using proper email etiquette with clear subject lines, formal tone, and appropriate salutations; communicating with clarity and conciseness; and using respectful and courteous language.

Teaching Assistant

| Role | Name | Email | Student Hours |
|------------------|-------------|--|---------------|
| Graduate TA | TBD | -- | TBD |
| Undergraduate TA | Issac Pines | isaac.pines@ufl.edu | TBD |

Course Details

Class Meeting Time: Mondays, Wednesdays, Fridays | Period 7 (1:55 PM - 2:45 PM)

Class Location: Computer Sciences/Engineering E220

Class Dates: 01/12/2026 - 04/22/2026

Final Exam: 4/30/2026 @ 3 PM - 5 PM

Default Due Time: Thursday at 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 will be provided and assigned through Perusall to ensure students' preparedness.
- Case study purchase link, if any, will be provided on Canvas.

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:

- 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 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. I will **NOT** be sending announcements through email.

Course 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. 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. I expect active participation of all students in discussions of the textbook material, case studies, and supplementary readings (Perusall).

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. The required cases must be purchased from **Harvard Business Publishing Education** (the purchase 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.**

To facilitate effective learning and progressive assessing, homework assignments will be divided into smaller parts, each aligned with specific checkpoints and deadlines. These details will be prominently outlined on the course website.

Readings and 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 date** associated with each quiz. Additional readings relevant to the module will be assigned through Perusall to ensure students' preparedness. Each module will have one Perusall reading and one quiz.

Topic Application Assignments and World Café Discussions

Each student will be assigned a module/topic and is responsible for connecting course concepts to a real-world marketing application. Students assigned to lead the discussion for a module are called Topic Leaders (TLs). With

current enrollment, most modules will have 6 Topic Leaders.

Topic Leaders will (1) identify and analyze a real-world application, (2) prepare a poster and deliver a brief poster-based presentation, and (3) write an executive summary. TLs will also prepare discussion questions with expected answer themes to guide group conversations. Due dates and instructions will be posted on Canvas.

To make discussions effective in a large class, we will use a World Café format. Students will sit in predetermined HOME GROUPS (no changes). Due to classroom space constraints, Topic Leaders will rotate among home groups for multiple rounds. Each round includes a short TL poster presentation followed by Q&A and discussion. We will end with a whole-class share out to compare applications and connect them back to module concepts.

All students are expected to participate actively. Audience students will complete an Individual Discussion Log during the session. If you have an excused absence on the day of in-class discussion, please contact me at least a day prior to the class to ensure you are not penalized for missing the discussion session; a make-up option will be provided when appropriate.

Participation

Your consistent presence and active engagement in class discussions are expected. To help monitor participation and attendance, I will periodically use exit tickets: brief written reflections such as one-minute papers or short prompts related to course content. These are designed to support your learning, encourage reflection, and enhance our collective classroom experience.

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.

Grading and Course Policies

Grading Scale

Grades will be awarded as follows

| | | | |
|----------------|----|---------------|----|
| 93% or greater | A | 73% to 76.99% | C |
| 90% to 92.99% | A- | 70% to 72.99% | C- |
| 87% to 89.99% | B+ | 67% to 69.99% | D+ |
| 83% to 86.99% | B | 63% to 66.99% | D |
| 80% to 82.99% | B- | 60% to 62.99% | D- |
| 77% to 79.99% | C+ | | |

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.

For information on current UF policies for assigning grade points, see this [LINK](#).

Homework submission

Assignment due dates will be given on the class website. Submission is NOT accepted via email unless the instructions specifically say otherwise. All homework assignments submitted on Canvas are final. Please be vigilant in uploading the correct file, as submissions of corrupted or incorrect files will **NOT** be grounds for resubmission. Throughout the semester, late submissions will not be accepted, resulting in a score of **ZERO**.

Grade Composition

Your grade will be tentatively divided as follows:

| Assessment Formats | Points | % |
|---|---------------|----------|
| Participation (15 Exit Tickets) | 150 | 15% |
| Perusall Readings (8) and Quizzes (8) | 180 | 18% |
| Topic Application Assignment (1) and World Café Discussions (8) | 220 | 22% |
| Homework Assignments (3) | 250 | 25% |
| Exams (2) | 200 | 20% |
| Total | 1000 | 100% |

O-Blue Pass© Flex System

To support flexibility while encouraging consistent engagement, this course uses the O-Blue Pass© Flex System. Students can earn Reward Tickets through meaningful participation; three Reward Tickets convert to one O-Blue Pass©. O-Blue Pass© may be used for limited flexibility (e.g., a short homework deadline extension or making up a missed attendance/participation), and unused passes convert to bonus points at semester end. To ensure participation is recorded fairly and accurately, students must keep a name tent visible in class. Full rules and procedures are posted on Canvas.

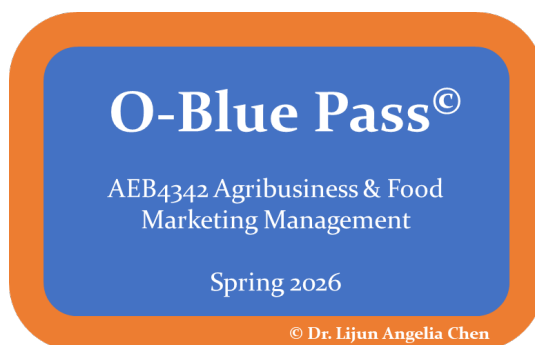
To request use of an O-Blue Pass©: Email the TA and copy Dr. Chen with the subject line:

AEB4342 O-Blue Pass Request

In the email body, specify whether you are requesting:

- Assignment extension (include the assignment name and original due date), or
- Attendance/participation make-up (include the class date).

Attach your O-Blue Pass© image (see below) to the email as proof of the pass you are spending. The TA will confirm your balance and record the transaction.



Excused absence

In order to be excused from class, an in-class discussion or activity, or allowed to submit an assignment late, 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**.
- Genuine family emergency (again, proper documentation/verification form will be needed).
- 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 work.

- **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 so 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.
- See this [LINK](#) for more information about UF's attendance policies.

Academic Performance

Your grade on e-learning throughout the semester may not reflect your true performance in the course. 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** but **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.

| Weeks | Topics | Important Dates |
|----------------------------------|--|---|
| Week #1 (1/12/2026 – 1/16/2026) | Course Orientation & M1-Analyzing marketing problems and cases | Classes begin: |
| Week #2 (1/19/2026 – 1/23/2026) | M1-Analyzing marketing problems and cases | MLK Day (no class) |
| Week #3 (1/26/2026 – 1/30/2026) | M2-Strategic planning and marketing management | |
| Week #4 (2/2/2026 – 2/6/2026) | M2-Strategic planning and marketing management +Guest Lectures | Guest Lectures: 2/2 and 2/4 |
| Week #5 (2/9/2026 – 2/13/2026) | M3-Marketing research | |
| Week #6 (2/16/2026 – 2/20/2026) | M3-Marketing research + M4-Consumer behavior | |
| Week #7 (2/23/2026 – 2/27/2026) | M4-Consumer behavior | |
| Week #8 (3/2/2026 – 3/6/2026) | M5-Product strategy (PRODUCT) + Review & Exam 1 (TBD) | |
| Week #9 (3/9/2026 – 3/13/2026) | M5-Product strategy (PRODUCT) | |
| Week #10 (3/16/2026 – 3/20/2026) | | Spring Break: 3/14–3/21 |
| Week #11 (3/23/2026 – 3/27/2026) | M6-Marketing communications (PROMOTION) | |
| Week #12 (3/30/2026 – 4/3/2026) | M6-Marketing communications (PROMOTION) + M7-Distribution | |
| Week #13 (4/6/2026 – 4/10/2026) | M7-Distribution strategy (PLACE) | |
| Week #14 (4/13/2026 – 4/17/2026) | M8-Pricing strategy (PRICE) | |
| Week #15 (4/20/2026 – 4/22/2026) | M8-Pricing strategy (PRICE) + Course Wrap-Up | Classes end: |

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 the Use of AI and Plagiarism

Use of AI Tools

This course permits students to explore the use of generative artificial intelligence (GAI) tools, such as ChatGPT, for assignments. Any use of these tools must be acknowledged and cited. Each student is responsible for the validity and applicability of any GAI output submitted. Violations of this policy will be considered academic misconduct. Note that different classes at UF may have different AI policies; it is the student's responsibility to conform to each course's expectations.

The analysis and writing must be your own original work. However, AI may be used for: research assistance, grammar checking, and brainstorming ideas.

Proper Attribution

All AI-generated content must be properly cited. Refer to these guidelines on how to cite ChatGPT: [APA Style Guide on How to Cite ChatGPT](#).

Plagiarism

Plagiarism, including unacknowledged use of AI-generated content, is strictly prohibited. Assignments will be screened via Turnitin.com, where they will be reviewed for both plagiarism and AI usage. Improperly cited AI content will be considered plagiarism and may result in disciplinary action, such as: failing the assignment, failing the course, additional academic penalties per university policy.

Integrity and Accountability

Students should use AI responsibly, ensuring their work reflects their own understanding and effort. Misuse of AI undermines the learning process and violates university policies.

Critical Thinking and Skill Development

Developing critical thinking, evaluating information, and using genuine sources are essential skills for success. Over-reliance on AI tools can hinder the development of these skills.

Support and Resources

For guidance on proper citation and ethical AI use, consult your instructor or the university's academic support services. Resources are available through the university library and writing center.

Review and Updates

This policy will be reviewed periodically to adapt to emerging technologies and academic practices. Students are responsible for staying informed about updates.

University Policies and Assistance

Academic Policies and Resources

- Academic policies for this course are consistent with university policies. See <https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>.
- *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](#).

Campus Health and Wellness Resources

- Visit <https://one.ufl.edu/whole-gator/topics> for resources that are designed to help you thrive physically, mentally, and emotionally at UF.
- Please contact [UMatterWeCare](#) for additional and immediate support.

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.

Privacy and Accessibility Policies

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](#).

- Instructure (Canvas)
 - [Instructure Privacy Policy](#)
 - [Instructure Accessibility](#)
- Zoom
 - [Zoom Privacy Policy](#)
 - [Zoom Accessibility](#)

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

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! 😊