



AEB 4342
AGRIBUSINESS & FOOD
MARKETING MANAGEMENT
Spring 2024

Instructor

Dr. Lijun (Angelia) Chen
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*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. 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.*

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 (1:55 PM - 2:45 PM)

Class Location: Matherly Hall 0018

Class Dates: 1/08/24 - 4/24/24

Final Exam: 5/01/2024 @ 10:00 AM - 12:00 PM (Matherly Hall 0018)

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 will be provided and assigned through Perusall to ensure students’ preparedness.
- Case study purchase link: <https://hbsp.harvard.edu/import/1130295>
- iClicker will be used extensively to track attendance and participation through in-class polling and/or quizzing. iClicker Join Link: <https://join.iclicker.com/FZVD> (Join Code: **FZVD**)

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.

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). 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 Education** (click this [link](#) to purchase).

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, each case 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 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

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 (TLs). That means each chapter/topic has **two or three** Topic Leaders assigned. This means each chapter/topic is accompanied by **TWO or THREE applications and presentations.** Each Topic Leader will work on finding a real-world application for the topic, making a presentation,

and writing a one-page topic application paper. All 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 presentation slides are due after the **SECOND** lecture on the 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 Discussions

In-class discussion will divide the whole class into several small 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. Specific grade composition of the discussion session is as follows:

1. Actively participating in the class discussion is worth **five** points.
2. Quality of discussion results & responses to discussion questions is worth **five** points, the entire group will be awarded the same quality points. It's important that **all group members** participate in the conversation.
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 at least 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: review the discussion material and provide your thoughts on the discussion questions.

Participation

Your consistent presence and active participation in class discussions are anticipated. To monitor participation and attendance, I will use a mix of tools, including iClicker quizzing and polling, in-class worksheets, and exit ticket (e.g., one-minute paper). These tools will facilitate your engagement in the class learning environment and enrich your understanding of course materials.

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.

I take academic honesty very seriously. 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	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+	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.

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

Homework submission

Assignment dues 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**. 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). Retrospectively requesting to use an O-Blue Pass[®] will not be accepted.

Grade Composition

Your grade will be tentatively divided as follows:

Assessment Formats	Points	%
Participation (12) and Bonus Points	60+	7%+
Perusall Readings (9) and Quizzes (9)	170	19%
Topic Application Assignment (1) and Discussions (9)	180	20%
Homework Assignments (3)	300	33%
Assessments (2)	190	21%
Total	900	100%+

Notes: The “+” indicates that unused Bonus Points will be added to the student's final grade.

Bonus Point System 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 [®] , 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.

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[©] indicated 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**.
- 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 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.
- 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, 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.

Week	Topic
Week #1 (1/8/2024 - 1/12/2024)	M1-Section2-Analyzing marketing problems and cases
Week #2 (1/15/2024 - 1/19/2024)	M1-Section2-Analyzing marketing problems and cases
Week #3 (1/22/2024 - 1/26/2024)	M2-Chap1-Strategic planning and marketing management
Week #4 (1/29/2024 - 2/2/2024)	M3-Chap2-Marketing research
Week #5 (2/5/2024 - 2/9/2024)	M3-Chap2-Marketing research
Week #6 (2/12/2024 - 2/16/2024)	M4-Chap3-Consumer behavior
Week #7 (2/19/2024 - 2/23/2024)	M5-Chap5-Market segmentation
Week #8 (2/26/2024 - 3/1/2024)	M5-Chap5-Market segmentation
Week #9 (3/4/2024 - 3/8/2024)	M6-Chap6-Product strategy/Product life cycle (PRODUCT)
Week #10 (3/11/2024 - 3/15/2024)	Spring Break
Week #11 (3/18/2024 - 3/22/2024)	M6-Chap6-Product strategy/Product life cycle (PRODUCT)
Week #12 (3/25/2024 - 3/29/2024)	M7-Chap7-Marketing communications (PROMOTION)
Week #13 (4/1/2024 - 4/5/2024)	M8-Chap8-Distribution strategy (PLACE)
Week #14 (4/8/2024 - 4/12/2024)	M8-Chap8-Distribution strategy (PLACE)
Week #15 (4/15/2024 - 4/19/2024)	M9-Chap9-Pricing strategy (PRICE)
Week #16 (4/22/2024 - 4/24/2024)	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.

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.

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.blucera.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.

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/>).

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! 😊