

Course Syllabus

AEB4343: INTERNATIONAL AGRIBUSINESS MARKETING

Spring 2024

Course Time and Location: MWF 1:55 PM - 2:45 PM, TURL005

Instructor information:

INSTRUCTOR

Di Fang
Office: MCCB 1105
Phone: 352-294-7671
E-mail: difang@ufl.edu

TEACHING ASSISTANT

Jinyang Li (li.jinyang@ufl.edu)

Office Hours and Location: MWF 3-4PM, MCCB1005 or by appointment.

Course Description (from [Catalog](#)): Problems, issues, regulations, policies and procedures unique to the global agribusiness marketing of perishable and storable agricultural commodities and food products. Combines firm-level agribusiness marketing concepts with international agribusiness marketing and export management applications. (S)*This course meets the General Education Student Learning Outcomes for the Social Science (S) Designation. You must earn a C or better to get General Education Credit. See General Education Learning Outcomes here: <https://undergrad.aa.ufl.edu/general-education/gen-ed-courses/structure-of-gen-ed-courses/slos-and-performance-indicators/student-learning-outcomes/>*

Prerequisites: AEB 3300 is a pre-requisite course for AEB4343

Communication:

Undergraduate Advisor: Ms. Danielle Shu; 1170B McCarty Hall A; (352) 294-7640;
E-mail: dshu@ufl.edu

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

FRE Technology Assistance: Dave Depatie; 1197 McCarty Hall A; (352) 394-7641;
E-mail: ddepatic@ufl.edu

Teaching Assistant:

Expected Student Learning Outcomes: After the successful completion of AEB 4343, a typical student should be able to:

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- a. Explain the basic role of marketing, management, and finance in firm level decision making.
- b. Analyze and interpret economic data, critically evaluating economic information and economic policies.
- c. Develop a business plan, based on a projected marketing strategy, assessing historic financial statements and projecting cash flows.

Communication Objectives:

- d. Communicate effectively in a written form in a manner appropriate in economics and business.
- e. Communicate orally (including visual aids in an effective manner appropriate in economics and business).

Course Summary/Topics:

Required Course Materials:

- **Text:** Keegan, Warren J., and Mark C. Green. *Global Marketing, 10th (or recent) Edition, 2019, Pearson.*
- **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: face-to-face

COURSE OUTLINE (see last page for the schedule)

1. Introduction to Global Marketing (CH1)
2. The Global Economic Environment (CH2)
3. The Global Trade Environment (CH3)
4. Social and Cultural Environments (CH4)
5. The Political, Legal, and Regulatory Environments (CH5)
6. Global Information Systems and Market Research (CH6)
EXAM 1 (CH1 – CH6)
7. Segmentation, Targeting, and Positioning (CH7)
8. Importing, Exporting, and Sourcing (CH8)
9. Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances (CH9)
10. Brand and Product Decisions in Global Marketing (CH10)
11. Pricing Decisions (CH11)
12. Global Marketing Channels and Physical Distribution (CH12)
EXAM 2 (CH7 – CH12)

Course Assignments and Expectations:

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Composition of Final Score:

Course Assignments	Total Points	% of Total
Team-based Learning Activities: Marketing Plan Presentations (best 3 of 4)	300 points (100 points each)	37.5%
Exams (2)	200 points (100 points each)	25%
Homework (4)	200 points (50 points each)	25%
Participation	100 points	12.5%
Total	800 points	100%

Student Evaluation: the grade scale is at the discretion of the professor. UF does not have an A+ option. You must provide percentage, total points, and grade points in a table such as this:

Grade	Percentage	Grade Points
A	93% or more	4.00
A-	90.0 – 92.9%	3.67
B+	86.0 – 89.9%	3.33
B	83.0 – 85.9%	3.00
B-	80.0 – 82.9%	2.67
C+	76.0 – 79.9%	2.33
C	73.0 – 75.9%	2.00
C-	70.0 – 72.9%	1.67
D+	66.0 – 69.9%	1.33
D	63.0 – 65.9%	1.00
D-	60.0 – 62.9%	0.67
E	59.9% or less	0.00

****Please note that grades are not ‘rounded’ or ‘adjusted’ at the end of the term.****

Grades and Grade Points: For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Academic Honesty: 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

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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/process/student-conduct-code/>

Examples of cheating: copying the homework of a peer, copying and pasting from a source without quotations and source attribution, paying someone else to do your homework/project/exam, dividing work amongst you and your peers and then all submitting the same document, giving or receiving material from peers...

Exams (100 points x 2)

There will be **two exams** during the semester. Each exam is worth 100 points of your grade. The exams may be based on material covered in class, material from the textbook, or concepts implied by the material covered. The exam dates are **tentatively scheduled** as follows:

- **Exam 1: Feb 21**

- **Exam 2: May 1**

Note: Posted exam dates are subject to change, it is your responsibility to listen to class announcements and check e-Learning for any changes in exam dates.

Homework (50 points x 4)

There will be a total of **four homework assignments** given throughout the semester.

Homework is due at midnight on eLearning. It is your responsibility to submit assignments on time and follow the instructions for the assignment submission. A grading rubric is available on the course site. Late submissions may receive reduced credit.

Participation and Discussions (100 points)

Successful students will be actively involved in subject-matter discussions in class and on E-learning discussion.

The learning cycle has four components: experiencing, reflecting, thinking, and acting (Kolb 1984). As such, this course is designed to engage you all in four of those components each time we meet. You will read the readings each class, come to class to participate in discussions and activities, and at the end of each class, there will be an exit ticket to help you reflect on what we have learned. Participation (either through an activity or an exit ticket) will be graded based on the following rubric.

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Source: [Home | Experience Based Learning Systems, LLC \(learningfromexperience.com\)](http://learningfromexperience.com)

Participation Rubric

	High Quality-100%	Average-75%	Needs Improvement-50%
Informed: Shows evidence of having done the assigned work.			
Thoughtful: Shows evidence of having understood and considered issues raised.			
Considerate: Takes the perspective others into account.			

Marketing Plan Group Presentations (100 points each, best 3 out of 4)

Students will be organized into management teams for the purpose of developing and presenting international agribusiness marketing plans. Details will be provided in a separate handout. There will be a peer-evaluation instrument for team members. Individual team-member grades may vary based on levels of contribution to the project.

International Marketing Plan and Presentation Grading Rubric

Component	Points
Presentation Content	40
Presentation	40
Supporting Materials (TOC, References, etc.)	20

Notes

The following is a description of how grades are assigned.

A – The plan provides all of the required materials and complete answers to all of the bullet points specified in the directions. There are few to no grammatical errors. The citations are appropriately used. The presentation is interesting, professional, and accurately summarizes the strategies proposed in the marketing plan.

B – The plan provides all of the required materials and complete answers to all of the bullet points specified in the directions. There are some grammatical errors. The citations are present, but there may be inconsistencies. The presentation is interesting, professional, and accurately summarizes the strategies proposed in the marketing plan.

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C – The plan provides all of the required materials and complete answers to all of the bullet points specified in the directions. There are some grammatical errors. Citations are inconsistent or even missing. The presentation is lacking in one or more dimensions.

D – The plan is missing some of the required materials and/or complete answers to all of the bullet points specified in the directions. There are many grammatical errors. Citations are inconsistent or even missing. The presentation is lacking in one or more dimensions.

F – The plan is missing several of the required materials and/or complete answers to all of the bullet points specified in the directions. There are many grammatical errors. Citations are nonexistent. The presentation is disorganized. Any plagiarism will also automatically result in a failing grade.

Teams develop the marketing plan incrementally throughout the semester as follows:

- Company Assessment and Target Country/Market Selection

February 2

- Marketing Management Strategy

March 1

- Strategy Implementation Plans

April 5

- Final Market Plan

April 26

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

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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 TAs 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 regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

Campus 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).

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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.](#)

Academic Resources

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail 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.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process.](#)

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 actions 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

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Schedule:

Week	Scheduled Content and Major Assignments
1/8	Welcome and Chapter 1: Introduction to Global Marketing
1/15	Chapter 2: The Global Economic Environment
1/22	Chapter 3: The Global Trade Environment
1/29	Chapter 4: Social and Cultural Environments
2/5	Chapter 5: Political, Legal, and Regulatory Env.
2/12	Chapter 6: Info. Systems and Market Research
2/21	Exam 1
2/26	Chapter 7: Segmentation, Targeting, Positioning
3/4	Chapter 8: Importing, Exporting, and Sourcing
3/11	Spring break
3/18	Chapter 9: Global Market-Entry Strategies
3/25	Chapter 10: Brand and Product Decisions
4/1	Chapter 11: Pricing Decisions
4/8	Chapter 12: Marketing Channels and Distribution
4/15	Market Plan Preparation
4/22	Market Plan Presentations
5/1	Final Plan Due

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!!****