

# AGRICULTURAL MARKETING STRATEGIES



## CONTACT INFORMATION

### Instructor

Dr. John Lai

### Phone Number

352-294-7647

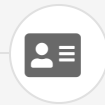
### Email

johnlai@ufl.edu

### Office Hours

MWF 2-3PM or by scheduled appointment.

For questions about course content, your grade, or other course questions, use contact me via email. Expect a response within 2 business days.



## COURSE INFORMATION

This course familiarizes the student with the decision making activities necessary to launch a new agricultural product successfully. The marketing plan development for this course will be done under the guidelines of the National Agri-Marketing Association Student Marketing Competition.

Credit Hours: 3



## COURSE OBJECTIVES

By the end of this course, you will be able to:

1. Design a creative marketing strategy for an agricultural product.
2. Conduct market research and analysis.
3. Develop a business proposition and strategy statement with SMART goals and objectives.
4. Create an action plan including product positioning, pricing, placement, and promotions.
5. Estimate financial performance projects with appropriate monitoring and measurement.
6. Write a detailed and informative marketing plan document that summaries a complete marketing plan.
7. Communicate a compelling story with an embedded strategic marketing plan to an audience.



## COURSE REQUIREMENTS

### REQUIRED TEXTBOOK

There are no required textbooks for this course. You are strongly encouraged to refer to reference materials from previous course work in agribusiness management, marketing, and finance.

### TRAVEL

Group travel will take place during Spring Break and during Reading Days. The student presentation team will be expected to travel in order to participate in team activities and competition.

Spring Break travel is tentatively scheduled to occur during March 16 - 17 to Tallahassee, FL. To compete in the student marketing competition, students will also travel to Kansas City, MO, from April 7 - 11. In order to participate in competition travel, students are expected to attend team building travel during the Spring Break. Professionalism is expected of all students throughout the course, including travel activities. Students must adhere to the rules and regulations of the UF Student Code of Conduct during University sanctioned activities (including travel as part of this course). In the unlikely event that any student does not adhere to the UF Student Code of Conduct while representing the University of Florida during any travel, the student will be held financial responsible for reimbursement of individual travel expenses and/or excluded for any further travel-related activities.

### PREREQUISITES

There are no prerequisites for this course.

### MINIMUM TECHNICAL SKILLS

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

## MATERIALS/SUPPLY FEES


---

There is no supply fee for this course.

## ZOOM

---

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the [University of Florida's Zoom](https://ufl.zoom.us/)  (<https://ufl.zoom.us/>) website.



## COURSE POLICIES

Teamwork participation will be required in this course. Each student is expected to arrive to class meetings on time and prepared for course activities. All team members are expected to contribute high quality work. Peer evaluations will be conducted to provide accountability and also reward those who contribute equitably towards course objectives.



## GRADING POLICY

I will make every effort to have each assignment graded and posted within one week of the due date.

## COURSE GRADING POLICY

---

The chart below shows graded activities and their value towards the final grade in this course.

Grade Item	Assigned Weight
Assignments	40%
Total	100%

Grade Item	Assigned Weight
Presentations	40%
Peer Evaluations	20%
Total	100%

## MODULES AND TOPICS

### Module and Topic List

<b>Module 1</b>	Product Conceptualization
<b>Module 2</b>	Strategic Marketing Plan Development
<b>Module 3</b>	Marketing Presentation

## GRADING SCALE

Letter Grade	Grade % Range
A	100 to 94.00%
A-	< 94.00% to 90.00%
B+	< 90.00% to 87.00%
B	< 87.00% to 84.00%
B-	< 84.00% to 80.00%
C+	< 80.00% to 77.00%
C	< 77.00% to 74.00%
C-	< 74.00% to 70.00%
D+	< 70.00% to 67.00%
D	< 67.00% to 64.00%
D-	< 64.00% to 61.00%
E	< 61.00% to 0.00%





Grades will be calculated based on the weighted average of the above items. Calculations will be rounded to four decimal places (0.0000). For additional information regarding grades and grading policies set by the University of Florida, refer to the Undergraduate Catalog under the section for Academic Regulations.

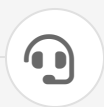
## LATE WORK

All submissions must be submitted on time according to the Canvas system clock in Eastern Time (consistent with UF main campus). Any submission after the posted deadline is considered late. Late work is not accepted after the posted deadline has passed. However, in the event an assignment deadline has passed and students are unable to submit their work, the grade item drop policy still applies! The grade item drop policy is explained in the following section. Submitting work early is highly encouraged! Students are responsible for any technical difficulties or technological issues preventing successful on-time submission of classwork (including scheduled Canvas system maintenance). Be sure to submit assignments before the deadline. Contact information for the E-Learning Technical Support is provided under the Campus Resources section. If you are experiencing technical difficulties, you are expected to refer to the Gator Help Desk immediately in order to receive a timestamped email with your support ticket.







## COURSE EVALUATIONS

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 on the GatorEvals [Providing Constructive Feedback](https://gatorevals.aa.ufl.edu/students/)  [\(https://gatorevals.aa.ufl.edu/students/\)](https://gatorevals.aa.ufl.edu/students/) FAQ page. 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 the [GatorEvals](https://ufl.bluera.com/ufl/)  [\(https://ufl.bluera.com/ufl/\)](https://ufl.bluera.com/ufl/) website. Summaries of course evaluation results are available to students at the [GatorEvals Public Results](https://gatorevals.aa.ufl.edu/public-results/)  [\(https://gatorevals.aa.ufl.edu/public-results\)](https://gatorevals.aa.ufl.edu/public-results/) page. More information about UF's course evaluation system can be found at the [GatorEvals Faculty Evaluations](https://gatorevals.aa.ufl.edu/)  [\(https://gatorevals.aa.ufl.edu/\)](https://gatorevals.aa.ufl.edu/) website.



## ACADEMIC AND STUDENT SUPPORT

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections Center](http://career.ufl.edu/)  [\(http://career.ufl.edu/\)](http://career.ufl.edu/) website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-Librarian](https://uflib.ufl.edu/find/ask/)  [\(https://uflib.ufl.edu/find/ask/\)](https://uflib.ufl.edu/find/ask/) website.
- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching Center](http://teachingcenter.ufl.edu/)  [\(http://teachingcenter.ufl.edu/\)](http://teachingcenter.ufl.edu/) website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing Studio](http://writing.ufl.edu/writing-studio/)  [\(http://writing.ufl.edu/writing-studio/\)](http://writing.ufl.edu/writing-studio/) website or call 352-846-1138.



## GETTING HELP






### TECHNICAL DIFFICULTIES

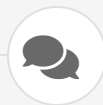
For help with technical issues or difficulties with Canvas, please contact the UF Computing Help Desk at:

- <http://helpdesk.ufl.edu>  (<http://helpdesk.ufl.edu>)
- 352-392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

### HEALTH AND WELLNESS

- **U Matter, We Care:** If you or someone you know is in distress, please email [umatter@ufl.edu](mailto:umatter@ufl.edu), call 352-392-1575, or visit [U Matter We Care](http://umatter.ufl.edu)  (<http://umatter.ufl.edu>) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [UF Counseling & Wellness Center](http://counseling.ufl.edu)  (<http://counseling.ufl.edu>) website or call 352-392-1575 for information on crisis services and 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 [UF Student Health Care Center](http://shcc.ufl.edu)  (<http://shcc.ufl.edu>) website.
- **University Police Department:** Visit the [UF Police Department](http://police.ufl.edu)  (<http://police.ufl.edu>) website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Shands Emergency Room/Trauma Center](http://ufhealth.org/emergency-room-trauma-center)  (<http://ufhealth.org/emergency-room-trauma-center>) website.



# NETIQUETTE AND COMMUNICATION COURTESY

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security

General Guidelines

Email

Discussion Boards

Zoom

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

When communicating online, you should always:

- Treat the instructor with respect, even via email or in any other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you are unsure use Mr. or Ms.
- Unless specifically invited, don't refer to a professor by their first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12 or 14 point font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) .
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or be construed as being offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via email.

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return email address.
- Think before you send the email to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "Reply All."
- Be sure that the message author intended for the information to be passed along before you click the "Forward" button.

When posting on the discussion board in your online class, you should:

- Check to see if anyone already asked your question and received a reply before posting to the discussion board.
- Remember your manners and say please and thank you when asking something of your classmates or instructor.
- Be open-minded.
- If you ask a question and many people respond, summarize all posts for the benefit of the class.
- When posting:
  - Make posts that are on-topic and within the scope of the course material.
  - Be sure to read all messages in a thread before replying.
  - Be as brief as possible while still making a thorough comment.
  - Don't repeat someone else's post without adding something of your own to it.
  - Take your posts seriously. Review and edit your posts before sending.
  - Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point.
  - If you refer to something that was said in an earlier post, quote a few key lines so readers do not have to go back and figure out which post you are referring to.
  - Always give proper credit when referencing or quoting another source.
  - If you reply to a classmate's question make sure your answer is correct, don't guess.
  - Always be respectful of others' opinions even when they differ from your own.
  - When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
  - Do not make personal or insulting remarks.
  - Do not write anything sarcastic or angry, it always backfires.
  - Do not type in ALL CAPS, if you do IT WILL LOOK LIKE YOU ARE YELLING.

When attending a Zoom class or meeting, you should:

- Do not share your Zoom classroom link or password with others.
- Even though you may be alone at home, your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional. Dress appropriately.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings.
- Make sure the background is not distracting or something you would not want your classmates to see.
  - When in doubt use a virtual background. If you choose to use one, you should test the background out first to make sure your device can support it.
  - Your background can express your personality, but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don't leave your microphone open if you don't have to.
- If you want to speak, you can raise your hand (click the "raise hand" button at the center bottom of your screen) and wait to be called upon.





# UF POLICIES

## UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

---

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](https://disability.ufl.edu/) [\(https://disability.ufl.edu/\)](https://disability.ufl.edu/) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## UNIVERSITY POLICY ON ACADEMIC CONDUCT

---

UF students are bound by The Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty 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 [Student Honor Code and Student Conduct Code](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/) [\(https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/\)](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

## PLAGIARISM

---

The [Student Honor Code and Student Conduct Code](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/) [\(https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/\)](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/) states that:

"A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."



## PRIVACY AND ACCESSIBILITY POLICIES

For information about the privacy policies of the tools used in this course, see the links below:

- Adobe
  - [Adobe Privacy Policy](https://www.adobe.com/privacy/policy.html)
  - [Adobe Accessibility](https://www.adobe.com/accessibility.html)
- Honorlock
  - [Honorlock Privacy Policy](https://honorlock.com/student-privacy-statement/)
  - [Honorlock Accessibility](https://honorlock.com/accessibility-statement/)
- Instructure (Canvas)
  - [Instructure Privacy Policy](https://www.instructure.com/policies/privacy)
  - [Instructure Accessibility](https://www.instructure.com/canvas/accessibility)
- Microsoft
  - [Microsoft Privacy Policy](https://privacy.microsoft.com/en-us/privacystatement)
  - [Microsoft Accessibility](https://www.microsoft.com/en-us/accessibility/office?activetab=pivot_1%3aprimar2)
- Perusall
  - [Perusall Privacy Policy](https://app.perusall.com/legal/privacy)
  - [Perusall Accessibility](https://support.perusall.com/hc/en-us/articles/360033993894)
- Sonic Foundry (Mediasite Streaming Video Player)
  - [Sonic Foundry Privacy Policy](https://sonicfoundry.com/privacy-policy/)
  - [Sonic Foundry Accessibility](https://mediasite.com/wp-content/uploads/Mediasite-7-Content-Accessibility.pdf) (PDF)
- Vimeo
  - [Vimeo Privacy Policy](https://vimeo.com/privacy)
  - [Vimeo Accessibility](https://vimeo.com/blog/post/accessibility-updates-to-the-vimeo-player/)
- YouTube (Google)
  - [YouTube \(Google\) Privacy Policy](https://policies.google.com/privacy)
  - [YouTube \(Google\) Accessibility](https://support.google.com/youtube/answer/189278?hl=en)
- Zoom
  - [Zoom Privacy Policy](https://zoom.us/privacy)
  - [Zoom Accessibility](https://zoom.us/accessibility)