

**AEB 6675 – INTERNATIONAL AGRIBUSINESS MARKETING**

Spring 2019 – 3 Credits

**CLASS TIME AND LOCATION**

T, Period 7 (1:55pm – 2:45pm)

R, Period 7-8 (1:55pm – 3:50pm)

ROG 0106

**OFFICE HOURS**

TWR, (10:00am – 11:00am)

MCCB 1109

Or by appointment.

**PREREQUISITE**

A basic marketing course (e.g. AEB 3300) is recommended, but not required.

**INSTRUCTOR**

Derek Farnsworth

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**TEACHING ASSISTANT**

Yang Hu

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**COURSE DESCRIPTION**

Principles, trends, issues, barriers, policies, strategies, and decisions involved in international marketing, with emphasis on perishable and storable agricultural commodities and food products. Combines firm-level agribusiness marketing concepts with strategic international agribusiness marketing and export applications. Includes development and presentation of an international agribusiness marketing plan.

**E-LEARNING IN CANVAS**

There will be an e-Learning web-page for this course. To access e-Learning you will need your Gatorlink username and password. E-Learning can be accessed via <https://lss.at.ufl.edu/>. Should you have difficulties accessing e-Learning, please contact the UF Computing Help Desk directly by calling (352) 392-HELP or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

**REQUIRED TEXT**

Keegan, Warren J., and Mark C. Green. Global Marketing, 9<sup>th</sup> Edition, 2016, Pearson.

**LEARNING OBJECTIVES**

Prepare students to compete successfully in the global agribusiness sector. Help students understand international agribusiness marketing, develop a global perspective, and appreciate the unique requirements for success in international agribusiness markets. Give students the opportunity to enhance their analytical and communication skills. Challenge students to think critically, to defend their positions with relevant logic and theory, and to achieve excellence.

**COURSE OUTLINE**

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)

**GRADES**

Your final course grade is determined by the following components:

Exams (2 at 15% each)	30%
Homework (4 at 5% each)	20%
Discussions (3 at 5% each)	15%
Marketing Plan	25%
<u>Participation</u>	<u>10%</u>
Total	100%

Grades will be awarded as follows:

93% or greater	A
90% to 92.99%	A-
87% to 89.99%	B+
83% to 86.99%	B
80% to 82.99%	B-
77% to 79.99%	C+
73% to 76.99%	C

70% to 72.99%	C-
67% to 69.99%	D+
63% to 66.99%	D
60% to 62.99%	D-
Below 60%	E

Please note that grades are **not** “rounded” in any way at the end of the term. However, a curve may be implemented at the instructor’s discretion.

For general information about grading and grading policy at the University of Florida, please refer to: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### Exams

There will be **two in-class exams** during the semester. Each exam is worth 15% of your grade. The exams may consist of multiple choice, problem-solving, and short answer questions. 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: February 28**
- **Exam 2: May 1 at 12:30pm**

**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.**

### Exam Day Policy

The exams are closed book and closed notes. It is expected that all students are on-time to exams. Please arrive early, if possible, to get seated and get your books/bags stowed away so that the exam can start as promptly as possible. You may leave the class after 20 minutes. **NO ONE WILL BE ALLOWED TO ENTER THE CLASSROOM TO BEGIN THE EXAM AFTER THE FIRST STUDENT HAS TURNED IN THEIR FINISHED EXAM.**

**If you miss an exam because you are participating in a University of Florida sponsored event, you may make up an in-class exam only if you bring your documentation to your instructor **PRIOR to the event (at least 7 days prior to a scheduled exam).** Email documentation is **NO LONGER** enough. You need to bring a printed mail from the corresponding event organizers or association.**

**If you miss an exam for any reason other than a University of Florida sponsored event (excused or unexcused) you need to provide valid documentation for an emergency.** For example, if you miss the exam due to a medical reason, the doctor’s note should clearly state that you were not in a position to attend class that day. For a family emergency, you should obtain proper documentation from the Dean of Students Office. **Any such documentation must be presented within 3 days of the exam.**

**Marketing Plan**

Students will be organized into management teams for the purpose of developing, writing, and presenting international agribusiness marketing plans. Details will be provided in a separate handout. **The marketing plan project accounts for 25% of the final grade.** There will be a peer-evaluation instrument for team members. Individual team-member grades may vary based on levels of contribution to the project. Teams develop the marketing plan incrementally throughout the semester, and are required to submit drafts of key components of their plans as follows:

- **Preliminary Draft of Company Assessment and Target Country/Market Selection**  
**February 7**
- **Preliminary Draft of Marketing Management Strategy**  
**March 21**
- **Preliminary Draft of Strategy Implementation Plans**  
**April 11**
- **Finalized Marketing Plan**  
**April 23**

Completed marketing plans will be presented as in-class team presentations.

**Homework**

There will be a total of **four homework assignments** given throughout the semester. These assignments will give you an opportunity to become familiar with the subject matter that will be covered in this course. It is not possible for you to earn an “A” in this course without doing well on these assignments.

**Homework is due Thursday at the beginning of class.** It is your responsibility to submit assignments on time and follow the instructions for the assignment submission. Your grade for each assignment is determined by the quality of your work. Just submitting an assignment is not sufficient to get a good grade. **Late assignments will receive half credit.**

**Participation**

Successful students will be actively involved in subject-matter discussions, **case-study presentations and discussions**, and marketing-plan development, presentation, and discussion. Students should come to class prepared to contribute to discussions of assigned readings and case-studies.

A student’s contribution is evaluated based on **regular class participation, positive, meaningful contributions to discussions** of reading assignments, including case studies, observable effort in the timely completion and mastery of reading assignments, observable effort in the development, writing, and presentation of the marketing plan, and performance on *quizzes and other in-class assignments*.

## OTHER COURSE POLICIES

### Re-grade Policy

If you have a question about the grading of your assignment and/or exam, you must contact me immediately. If you believe there has been a grading mistake, you can appeal points that you earned in an assignment and/or exam (i.e., get more points). **To appeal, you must state your case in writing within one week of the day I hand back the assignment or exam** (regardless of when you pick it up). Turn the entire assignment or exam in, along with a written description of your concern and your expected resolution of the problem. Be aware that when you do this, I will **re-grade the entire assignment or exam** (thus you must turn the original back in).

### Class Attendance

I believe that regular attendance is necessary for students to obtain maximum benefit from the course. However, I will not take a role in the class. Class attendance is required in the sense that you will be responsible for all material covered and all reading material assigned. I will not provide copies of my notes that are covered in the class but are not posted on e-Learning. Please make arrangements with your classmates to get the notes if you miss any class.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### Expected Class Behavior

You are expected to participate in the class activities, ask, and answer questions. Cell phones are to be turned off and put away. No texting is allowed during class. Please be courteous to your fellow students and me by coming to class on time and not disrupting class (talking to other students during lectures, bothering other students, etc.)

## SUPPLEMENTAL INFORMATION

### Services for Students with Disabilities

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Please use the following contact information for these resources:

0001 Reid Hall, 352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)

### **Course Evaluation Process**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

### **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.

### **UF Supporting Services**

College life can sometimes be overwhelming. Resources are available on-campus to help students manage personal issues or gain insight into career and academic goals. Some of them are:

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/>

Student Health Care Center: <http://shcc.ufl.edu/>

Career Resource Center: <http://www.crc.ufl.edu/>

Dean of Students Office: <http://www.dso.ufl.edu/>

For a full list of services please see:

<https://catalog.ufl.edu/ugrad/current/support/info/studentservices.aspx#SA>

### **Academic Honesty**

Academic dishonesty is defined as any behavior, active or passive, which attempts to subvert the legitimate teaching, learning, or testing of a subject. It includes, but is not limited to the following:

- cheating on an examination, using notes or other methods;
- assisting or allowing another student to cheat on an examination;
- submission of work that is not the authentic creation of the student (plagiarism, use of purchased term papers, etc.);
- providing false excuses for missing a scheduled examination;
- enabling the cheating or other academic dishonesty of another student;
- altering an examination after it has been graded to claim a better grade is deserved;
- obtaining examinations in advance of the scheduled exam, unless offered by the professor.

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 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 Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-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.

**The penalty for any incidence of academic dishonesty is, as a minimum, a failing grade on the examination or assignment. If, in the professor's opinion, the offense deserves a more severe penalty, failure in the course may be the imposed penalty. In particularly egregious cases, the professor may ask the College to dismiss the student and refuse the student further enrollment rights at the College.**

It is in your best interests to avoid even the *appearance* of any questionable behavior.

### APPROXIMATE COURSE OUTLINE BY WEEK

Week	Tuesday	Thursday	Material/Notes
1/6			Class Introduction
1/13			Chapter 1: Introduction to Global Marketing
1/20			Chapter 2: The Global Economic Environment
1/27		HW 1	Chapter 3: The Global Trade Environment
2/3		Plan 1	Chapter 4: Social and Cultural Environments
2/10			Chapter 5: Political, Legal, and Regulatory Env.
2/17		HW 2	Chapter 6: Info. Systems and Market Research
2/24		Exam 1	Marketing Plan Preparation
3/3	No Class	No Class	Spring Break
3/10			Chapter 7: Segmentation, Targeting, Positioning
3/17		Plan 2	Chapter 8: Importing, Exporting, and Sourcing
3/24		HW 3	Chapter 9: Global Market-Entry Strategies
3/31			Chapter 10: Brand and Product Decisions
4/7		Plan 3	Chapter 11: Pricing Decisions
4/14		HW 4	Chapter 12: Marketing Channels and Distribution
4/21	Final Plan	No Class	Class Review
4/28	No Class	No Class	Exam 2 on 5/1 at 12:30pm

*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 subject to change. By enrolling in this course you are agreeing to the terms outlined in this syllabus. Please see me if you have any questions.*