

GENERAL COURSE INFORMATION

Course Number: AEB 3300
Course Title: Agricultural Food Marketing
Term: Fall 2020
Meeting Times: Online Course (Lecture Videos Posted on Canvas Every Week)
Meeting Location: N/A

INSTRUCTOR INFORMATION AND CONTACT

Name: Bachir Kassas
Email Address: b.kassas@ufl.edu
Office Hours: Monday, Wednesday, Friday 10:30-12:30
Office Location: 1099 McCarty Hall, B-Wing

NOTE: Office hours will be held online via Zoom. You are welcome to login to the Zoom meeting at any time during office hours. If you have a time conflict with the office hours, you are welcome to schedule an appointment by email.

TA1 INFORMATION AND CONTACT

Name: Leticia Braune
Email Address: lbraune@ufl.edu
Office Hours: Tuesday 10:30-11:30
Office Location: 1194C McCarty Hall, B-Wing

TA2 INFORMATION AND CONTACT

Name: Junhong Chen
Email Address: junhongchen@ufl.edu
Office Hours: Thursday 10:30-11:30
Office Location: 1194C McCarty Hall, B-Wing

COURSE DESCRIPTION

This course provides an in-depth analysis of the fundamental elements of agricultural and food marketing. It will focus on the agricultural industry structure and will cover some of the basic agricultural economics principles related to consumers and agricultural food producers. It will also cover an overview of marketing strategies and will serve to familiarize students with the asset market derivatives commonly used by agricultural producers.

LEARNING OBJECTIVES

Upon successful completion of this class, students will be able to:

1. Master the terminology used in agricultural and food marketing
2. Understand the agricultural industry structure and the main objectives and activities of agricultural producers
3. Learn the basic agricultural economics principles behind the consumer decision-making process
4. Apply their knowledge to estimate demand and supply functions using real data
5. Describe the basic agricultural economics principles behind the hedging and speculation strategies used by agricultural producers

TEXTBOOKS

Main Textbook

Norwood, F. B. and Lusk, J. L. *Agricultural Marketing and Price Analysis*, 1st Edition, Prentice Hall, 2008.

NOTE: This is the main textbook that we will rely on in this class. This textbook is NOT required for success in this class but is highly recommended to supplement your knowledge of some of the main concepts covered during the semester. As we go through the different modules in the course, I will make reference to the pages in this textbook that cover the relevant material. It is essential to pay attention to the lecture videos and work regularly on the homework assignments and exercises in order to succeed in this course.

Supplementary Textbook

Peter, J. P. and Donnelly, J. H., Jr. *A Preface to Marketing Management*, 14th Edition, McGraw-Hill Irwin, 2014.

NOTE: *This textbook covers the concepts related to traditional marketing and the four P's of marketing (Product, Price, Place, Promotion). We will briefly review some of these concepts as we go through the first 2 modules of the course. Again, the textbook is NOT required but is very useful for providing more information about the material in modules 1 and 2.*

COURSE STRUCTURE AND CORRESPONDENCE

UF Canvas is the official class website. **This is where you will receive all class announcements and material, so you should check here regularly.** I will also be sending some announcements through email so you should check your email regularly. Missing an announcement posted on Canvas or sent by email is NOT a valid excuse for not following through with course related activities. All the course material including announcements, lecture videos, supplementary readings, assignments, exams, and project will be uploaded on UF Canvas.

Lecture videos are posted under the modules tab and are labeled by week to help you follow along with the weekly progress of the course. Each lecture video is be posted under the relevant module and is also labeled by the topics and slides covered in it to make it easier for you to locate different material. The lecture notes are also posted to help the you follow along with the lecture videos. Additional readings will be included in each module for the interested students (*these are optional*)

Office hours will be held online via Zoom during normal office hour times. The link to the Zoom meeting is <https://ufl.zoom.us/j/93805586246>. You can login to Zoom at any time during office hours if you would like to meet. In order to give students privacy during office hours, I have set up a waiting room on Zoom that you will automatically be directed to if you log in while another student is meeting with the instructor. You will be allowed into the meeting as soon as your turn is up. Students will be admitted to the office hour meeting in the order in which they login to Zoom. This way, office hours will be very similar to how they usually work when students meet in the instructor's office. If you have a time conflict with the office hours, you are welcome to meet by appointment. You are welcome to send me relatively short questions by email if you prefer. I usually reply to emails within an hour or so, but in case I am busy and could not reply this quickly, I will certainly reply back in less than 24 hours.

NOTE: You should add the title AEB3300 to all email correspondence with me. EMAILS NOT TITLED AEB3300 MIGHT NOT BE ANSWERED!

GRADING POLICIES

Final Score:

Your final grade will be calculated based on the following weights:

Assignments	32%
Discussion Board	8%
Project	24%
Quizzes	36%

The letter grade will be determined using the following grading scale

Points	Letter Grade
92%	A
89%	A ⁻
86%	B ⁺
82%	B
79%	B ⁻
76%	C ⁺
72%	C
69%	C ⁻
66%	D ⁺
62%	D
59%	D ⁻
Below 59%	E

NOTE: All grades calculated based on the above criteria are final and non-negotiable.

Assignments:

There will be a total of 9 homework assignments, which will collectively account for 32% of the final course grade. I will drop the lowest assignment grade, meaning that only 8 assignments will count towards the student's final course grade (4% weight on each assignment). Since we will be covering 9 modules in this course, each module will have an assignment associated with it. The assignments will be announced on Canvas and you will be given around 1 week to work on each assignment. The assignment due dates are also included in the course schedule on pages 12 and 13. The purpose of the assignments is to help you evaluate your understanding of the course material and to prepare you for the exams.

The penalty for late submissions is an automatic 20% deduction from the assignment grade and an additional 10% deduction for each day (24 hours) the assignment is late.

Discussion Board:

In order to foster higher engagement with the course material, students will be required to participate in discussion boards. There will be a total of 4 discussions, which will collectively account for 8% of the final course grade (2% weight on each discussion). In each discussion, the students will have to post their own opinion about a specific topic. The topics and instructions will be explained in detail in each discussion. You are highly encouraged to respond to each other’s posts, however, you will only be graded based on your own initial post. The discussion board is treated as the participation component in this course and I will grade it very leniently (as long as the student completes it properly). This is a great way for you to be more engaged with the material, while at the same time collecting participation credit towards your final course grade.

The first discussion will be a course introduction, where each student will post something about themselves (background, major, career goals, interests, hobbies, etc.). For the other 3 discussions, each will cover a third of the course material (3 modules). Each discussion will include 3 statements, one for each of the 3 modules covered by that discussion. The students will be required to pick 1 out of the 3 statements and comment on it. The chart below provides an overview of the 4 discussions that the students will complete during the semester. More instructions will be given on how to complete each discussion.

The discussions will be announced on Canvas and you will be given around 1 week to complete each discussion. The due dates are also included in the course schedule on pages 12 and 13.

The penalty for late submissions is an automatic 20% deduction from the total grade and an additional 10% deduction for each day (24 hours) the submission is late.

Discussion 1 (Sept 8, 11:59PM)	Discussion 2 (Sept 25, 11:59PM)	Discussion 3 (Oct 26, 11:59PM)	Discussion 4 (Dec 2, 11:59PM)
<ul style="list-style-type: none"> • Student Intro 	<ul style="list-style-type: none"> • Module 1 (Intro to Ag and Food Marketing) or • Module 2 (Marketing Strategies) or • Module 3 (Review of Economics in Ag and Food Marketing) 	<ul style="list-style-type: none"> • Module 4 (Consumer Behavior) or • Module 5 (Firms) or • Module 6 (Intro to Ag Producers) 	<ul style="list-style-type: none"> • Module 7 (Empirical Analysis of Ag Marketing) or • Module 8 (Trade in Agriculture) or • Module 9 (Producer Decision-Making Under Risk)

Exams:

There will be a total of 4 exams, which will collectively account for 36% of the final course grade. I will drop the lowest exam grade, meaning that only 3 exams will count towards the student's final course grade (12% weight on each exam). The first three exams will each cover one third of the course material (i.e., each will cover 3 modules). The fourth exam will be cumulative and will be over all the material covered in the course. More information about the modules covered under each individual exam is included in the course schedule on pages 12 and 13.

The exams will be administered online through Honorlock and each will be a 50-minute test. Instructions will be provided on how to take exams through Honorlock. The students will be given 24 hours on the day of each exam to login to Canvas and complete the test through Honorlock. Once an exam is started, the student must complete the entire exam in one sitting and will NOT be able to pause their progress and continue later. Hence, it is the student's responsibility to make sure they have at least 50 minutes of uninterrupted time, a working computer, and a stable internet connection (wired connections are advisable since they are more reliable than wireless connection) to complete each exam. Any problems related to the computer and/or internet connection used to complete the exam are the students responsibility and will not be accommodated as valid excuses for a make-up.

Project:

Students will be required to complete an experiential learning project, which will count towards 24% of the final course grade. The project will require each student to research about one of the players in the food value-added chain (i.e., farmer, input supplier, producer, manufacturer, processor, assembler, wholesaler, or retailer). Students will be free to choose the player they want to research about (some examples will be provided in the project instructions sheet). Students are required to learn about the operation and activities of their respective players. They will write a report about the things they learned as they relate to the material covered in class. More detailed instructions will be provided later.

COURSE OUTLINE

1. Introduction to Agricultural and Food Marketing
 - a. Traditional Marketing
 - b. Importance of Marketing
 - c. Consumer vs. Customer/Target Market/Marketing Myopia
 - d. Agricultural Versus Traditional Marketing
 - g. Marketing Eras

- h. Marketing Environments
- 2. Marketing Strategies
 - a. SWOT Analysis and Porter's 5 Forces
 - b. The Marketing Mix
 - c. Market Segmentation and Product Differentiation
 - d. Product Strategy
 - e. Price Strategy
 - f. Promotion Strategy
 - g. Distribution Strategy
- 3. Review of Economics Principles in Ag and Food Marketing
 - a. Consumer Demand
 - b. Firm Supply
 - c. Partial Equilibrium
 - d. Elasticities
- 4. Consumer Behavior
 - a. Maslow's Hierarchy of Needs
 - b. The consumer Decision-Making Process
 - c. Direct Influences on Consumer Decisions
 - d. Indirect Influences on Consumer Decisions
 - e. Consumer Preferences and Willingness-to-Pay
- 5. Firms
 - a. The Food Value-Added Chain
 - b. Direct Selling
 - c. Community Supported Agriculture
 - d. The Players in the Food Value-Added Chain
 - e. Food Away from Home
- 6. Introduction to Agricultural Producers
 - a. Agricultural Inputs
 - b. Agricultural Input Decisions
 - c. Review of Market Structures in Agriculture
 - d. Agricultural Pricing
- 7. Empirical Analysis of Agricultural Marketing
 - a. Introduction to Estimation
 - b. Linear and Quadratic Relationships
 - c. Dummy Variables
 - d. Estimating Supply and Demand

8. Trade in Agriculture
 - a. Agricultural Production Capacity
 - b. Comparative and Absolute Advantage in Agricultural Production
 - c. Gains from Trade in Agricultural Markets
9. Producer Decision and Risk
 - a. The Agricultural Producer's Decision Process
 - b. Types of Risks Facing Agricultural Producers
 - c. Futures and Forwards Markets
 - d. Using Futures Contracts for Speculation
 - e. Using Futures Contracts for Hedging

MAKE-UP POLICY

Students will be allowed to make-up missed assignments, postings, and/or exams ONLY if they provide a valid excuse as defined by UF policy. Students will need to submit their excused absences through the U Matter We Care system, which will in turn verify and validate the submitted requests, after which they will contact me by email for approval. Students are encouraged to communicate with me during the process in order to make sure that everything is being done in a timely manner. To be eligible for any make-ups, students must notify me of the absence no later than 48 hours after the specific assignment or exam due date. I reserve the right to judge the excused absences on a case-by-case basis and approve/decline requests for make-up.

CAMPUS HELPING RESOURCES

U Matter We Care:

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Dean of Students Office:

Several resources are available on campus for students, especially if academic performance is at stake. In general, the Dean of Students Office provides a hub for these services: Location: P202 Peabody Hall Dean of Students Office (<http://www.dso.ufl.edu>) Telephone: 392-1261

Disability Resource Center:

Students with disabilities are encouraged contact the Disability Resource Center and coordinate the needed accommodations. 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. Please contact this office at 0001 Reid Hall, 392-8565, www.dso.ufl.edu/drc/.

Counseling Resources:

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources at the following link (<http://www.dso.ufl.edu/supportservices/campuscounseling.php>). Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance. These resources include:

- Counseling and Wellness Center (<http://www.counseling.ufl.edu/cwc/>) Location: 3190 Radio Road Telephone: 392-1575
- Student Health Care Center (<http://shcc.ufl.edu/>) Location: SHCC Infirmary Building Telephone: 391-1161
- Career Resource Center (<http://www.crc.ufl.edu>) Location: 1st Floor (CR-100), Reitz Union CR-100 Telephone: 392-1602

Writing Center:

The writing studio is located on 2215 Turlington Hall, Phone: 352-846-1138. Students are encouraged to contact the writing studio for help with brainstorming, formatting, and writing papers.

Teaching Center:

The teaching center is located in Broward Hall, Phone: 352-392-2010. Students are encouraged to contact the teaching center for help with general study skills and tutoring. Call 352-392-6420 to make an appointment.

Technical Support:

For help with E-learning and/or other technical support issues related to online learning, please contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

PRIVACY AND ACCESSIBILITY POLICIES

It is extremely important that students protect their data and privacy when using tools in an online learning environment. Please follow this link for information on best practices for protecting your information <https://security.ufl.edu/resources/for-students/>. The privacy statements for the main online tools used in this course are provided below:

- Instructure (Canvas): <https://www.instructure.com/policies/privacy>
- Zoom: <https://zoom.us/privacy>
- Honorlock: <https://honorlock.com/student-privacy-statement/>

ACADEMIC DISHONESTY

Academic Honesty (<http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php>). The academic community at UF prides itself on intellectual growth as well as stimulating and encouraging moral development. This is accomplished through nurturing and maintaining an environment of honesty, trust and respect. The responsibility to maintain this environment falls with student as well as faculty members.

Students who enroll at UF commit to holding themselves and their peers to the high standard of honor required by the Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. Thus, on all work submitted for credit, the following pledge is implied: "On our honor, I have neither given nor received unauthorized aid in doing this assignment." Moreover, any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action.

Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XIV of the Student Conduct Code. For example, conduct such as cheating and plagiarizing constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017), which will be vigorously upheld at all times in this course.

Student Responsibility: Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

Faculty Responsibility: Faculty members have a duty to promote honest behavior and to avoid practices and environments that foster cheating in their classes. Teachers should

encourage students to bring negative conditions or incidents of dishonesty to their attention. In their own work, teachers should practice the same high standards they expect from their students.

Administration Responsibility: As highly visible members of our academic community, administrators should be ever vigilant to promote academic honesty and conduct their lives in an ethically exemplary manner. (Source: 2016-2017 UF Undergraduate Catalog).

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaintprocess>

Online Course Evaluation Process: Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open for students to complete during the last two or three weeks of the semester; students will be notified of the specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

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 at <https://gatorevals.aa.ufl.edu/students/>. 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 <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

TENTATIVE CLASS SCHEDULE

Week	Date	Class	Due Dates	Suggested Reading
1	Aug 31 - Sept 4	Syllabus/Course Overview Intro to Ag and Food Marketing		Ch 1 Peter & Donnelly
2	Sept 7 - Sept 11	Marketing Strategies	Posting 1 (Sept 8, 11:59PM) HW 1 (Sept 10, 11:59PM)	Ch 6,9,10,11 Peter & Donnelly
3	Sept 14 - Sept 18	Marketing Strategies Review of Econ in Ag Marketing		Ch 6,9,10,11 Peter & Donnelly Ch 2,3 Norwood & Lusk
4	Sept 21 - Sept 25	Review of Econ in Ag Marketing	HW 2 (Sept 21, 11:59PM) Posting 2 (Sept 25, 11:59PM)	Ch 2,3 Norwood & Lusk
5	Sept 28 - Oct 2	Review of Econ in Ag Marketing Consumer Behavior	HW 3 (Sept 29, 11:59PM)	Ch 2,3 Norwood & Lusk Ch 12 Norwood & Lusk
Exam 1	Oct 1	Module 1	Module 2	Module 3
6	Oct 5 - Oct 9	Consumer Behavior		Ch 12 Norwood & Lusk
7	Oct 12 - Oct 16	Firms	HW4 (Oct 16, 11:59PM)	Ch 6 Norwood & Lusk
8	Oct 19 - Oct 23	Firms Intro to Ag Producers	HW 5 (Oct 23, 11:59PM)	Ch 6 Norwood & Lusk Ch 4,5 Norwood & Lusk
9	Oct 26 - Oct 30	Intro to Ag Producers	Posting 3 (Oct 26, 11:59PM) HW 6 (Oct 30, 11:59PM)	Ch 4,5 Norwood & Lusk
Exam 2	Nov 2	Module 4	Module 5	Module 6
10	Nov 2 - Nov 6	Empirical Analysis of Ag Marketing		Ch 7 Norwood & Lusk
11	Nov 9 - Nov 13	Empirical Analysis of Ag Marketing Trade in Agriculture	HW7 (Nov 13, 11:59PM)	Ch 7 Norwood & Lusk Ch 8 Norwood & Lusk
12	Nov 16 - Nov 20	Trade in Agriculture Producer Decision and Risk		Ch 8 Norwood & Lusk Ch 9 Norwood & Lusk
13	Nov 23 - Nov 27	Producer Decision and Risk	HW 8 (Nov 23, 11:59PM)	Ch 9 Norwood & Lusk
14	Nov 30 - Dec 4	Producer Decision and Risk	Posting 4 (Dec 2, 11:59PM)	Ch 9 Norwood & Lusk

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Week	Date	Class	Due Dates	Suggested Reading
			Project Due (Dec 4, 11:59PM)	
15	Dec 7 - Dec 9	Producer Decision and Risk	HW 9 (Dec 7, 11:59PM)	Ch 9 Norwood & Lusk
Exam 3	Dec 9	Module 7	Module 8	Module 9
Exam 4	Dec 17	Cumulative		