
AEB4380 – Agricultural Marketing Strategies Course Syllabus
Class Periods: Monday/Wednesday/Friday (3:00PM – 3:50 PM)

Location: MCCA 1108

Academic Term: Spring 2020

Instructor Information

- Dr. John Lai (*Instructor*)
- Preferred Method of Contact: johnlai@ufl.edu
- Phone: 352-294-7669

Office Hours

- Location: MCCB 1109
- Tuesday – Thursday (9:00AM – 11:00AM)
- Other times available by appointment.

Course Description

Learn about the decision-making activities necessary to launch a new agricultural product successfully. The marketing plan development for this course follows the guidelines of the National Agri-Marketing Association Marketing Competition.

Course Objectives

1. Conduct market analysis and research.
2. Develop a marketing plan.
3. Develop a marketing presentation.
4. Develop critical thinking skills and apply marketing concepts to launch a new agricultural product.

Required Textbooks and Software

There are no textbooks or software required for this course. Optional or recommended software is available through the UF Apps website: (<https://info.apps.ufl.edu/>).

Student Computing Requirements

Access to and on-going use of a computer is required for all students. Competency in the basic use of a computer is required. Course work will require use of a computer and a broadband connection to the internet, academic advising and registration can be done by computer, official university correspondence is often sent via e-mail and other services are provided that require access through the Internet.

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.

Attendance Policy, Class Expectations, and Make-Up Assignment Policy

Attendance is required and will be monitored by recording on-time attendance to each class session or through quizzes. Students are expected to take notes during class sessions. Any handouts provided during class sessions are the responsibility of the student to maintain. *Absence* is defined as: failure to be present in class, failure to arrive to class on-time (tardy), or leaving class prior to dismissal by *Instructor*. Penalty for each *absence* will result in a 1% deduction from final semester grade. *Excessive absences* are defined as: having ten or more recorded occasions of an *absence*. *Excessive absences* will result in a failing grade being assigned automatically as well as all course grade records being recorded as a zero. Students with *excessive absence* will be prohibited from further attendance of the course.

Student use of electronic devices (including but not limited to: cell phones, smart phones, smart devices) are not permitted. A *disturbance* in class is defined as: any interruption of class activities, any distraction to students, or any sounding of ringtones or vibrations. Any electronic device that causes a disturbance during class sessions will result in a 1% deduction from final semester grade. Laptop use is only permitted to aid in notetaking during lecture sessions or

following along during demonstration sessions. Using a laptop that causes a *disturbance* will result in a 1% deduction from final semester grade.

Late work is not accepted and will result in a zero. Missed class assignments, missed quizzes, and missed exams will result in a zero. An *absence* on the day of a scheduled exam will result in a zero being assigned for the exam. All work assigned for course credit will be assigned a minimum of two business days in advance prior to the corresponding submission deadline. Students are responsible for any technical difficulties or technological issues preventing successful on-time submission of classwork. Contact information for the E-Learning Technical Support is provided under the Campus Resources section.

Excused absences must be consistent with university policies in the Graduate Catalog (<http://gradcatalog.ufl.edu/>) and require appropriate documentation submitted in a timely fashion (within two business days) to the *Instructor*. In the event of an excused absence, any class activities (including graded items) are the sole responsibility of the student. Make-up work for assignments, quizzes, exams, and labs must be completed in a timely manner determined by and at discretion of the *Instructor*. Late work is not accepted beyond the pre-determined deadline for make-up work mutually agreed upon between *Instructor* and the student with an excused absence. Students with institutional absences must contact *Instructor* prior to an *absence* to arrange for assignments that will be missed to avoid penalty.

Students are expected to conduct themselves in a professional manner and respect all individuals in the classroom. Offensive language or other inappropriate behavior that causes a deterioration in the quality of the learning environment, as determined by the *Instructor*, shall result in the offending student(s) to be immediately ejected from the classroom prior to class dismissal and will constitute an *Absence*. If seating is assigned to any student in the class for any reason, the student must sit in the assigned seat for the class. Penalty for not sitting in the assigned seat, as instructed by the *Instructor*, will constitute an *Absence*. The use of any alcohol or tobacco products is prohibited. The penalty for using any alcohol or tobacco substances will constitute an *Absence*.

Note: The course *Instructor* reserves the right to document class attendance, seating selections, and behavior in class at any time via the use of photography, audio recording, and/or video recording. For example: the course *Instructor* reserves the right to record video of the classroom during exams and refer to that video recording to verify behaviors or actions during exams at any time period relevant to the course, including after the semester has been completed.

Course Communications

Expect response time for all forms of communication to be up to 2 business days (often sooner) and during regular University of Florida business hours. In the event your message does not receive a reply in this timeframe, please try sending your email again. Email is the preferred method of contact and is most likely to receive the most rapid response. Do not use online learning management system to contact the *Instructor*. In addition, the *Instructor* from time to time may be on Official Leave and students may experience delayed responses as a result. Under the latter circumstance, please check the online learning management system or student emails for course announcements or other notifications. All communications should follow common professional etiquette to receive a response. It is inappropriate to expect any immediate response to questions afterhours or less than 2 business days before critical deadlines in the course. Discussion of grades or other course performance will only be conducted in person during office hours.

Professionalism Standard

Students are expected to conduct themselves in a professional manner, demonstrate respect, and deference to their peers and to the instructional team. Offensive language or other inappropriate behavior that causes a deterioration in the quality of the learning environment, as determined by the course instructor, shall result in the offending student(s) to receive a final grade penalty of 100 points. Professionalism involves each of the following:

Respect for Others:

A professional strives to understand the differences among classmates and colleagues, provides fair constructive feedback when asked to evaluate others, contributes equitably in group work, and is punctual and avoids disrupting the learning and work environment. Professionals respect others' expectations of confidentiality and privacy.

Commitment to Quality:

A professional aims for the highest possible standard of performance and endeavors to produce work in which they can take true pride.

Responsibility:

A professional takes responsibility for his or her own progress by being prepared for classes, labs, meeting, and other activities. A professional also takes responsibility for his or her actions with care for consequences that might evolve and for how their actions will affect others.

Personal Integrity:

Professionalism is reflected by the extent to which others can rely upon you. A professional can be counted on to follow through on commitments, avoid conflicts of interest and bias, and adhere to the rules of society or organizations with which they are involved, such as the University.

Limited financial support shall be provided to each student to attend the National Agri-Marketing Conference for the purposes of participating in the 2020 Student Marketing Competition. Full participation throughout the conference activities is expected and required. Students are expected to represent the University of Florida honorably. Any documented misbehavior will be forwarded to the Dean of Students Office to be reviewed for any violations against policies governing the student body.

The course instructor, at their sole discretion, will subjectively assess each student's professionalism which will count towards the final grade in the course.

Evaluation of Grades

Student performance is graded on a percentage basis. All grade components are aggregated into categories and an average percentage score is calculated for each grade item. Grade items contribute to a specified percentage of a final grade for the semester. Percentage contribution for each grade item is specified in the table below.

Grade Items	Percentage of Final Grade
1. Attendance	35%
2. Participation	30%
3. Professionalism	35%
Final Semester Grade Total	100%

Grading Policy

Final semester grade percentages calculated to be within a percentage range will be assigned a corresponding letter grade and the associated grade points. Applicable ranges for this course and corresponding letter grades are specified in the table below.

<u>Letter Grade</u>	<u>Grade % Range</u>
A	100.0% to 90.0%
B	<90.0% to 80.0%
C	<80.0% to 70.0%
D	<70.0% to 60.0%
E	<60.0% to 0.00%

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. Students with disabilities should follow this procedure as early as possible in the semester. Additional information is available at <https://disability.ufl.edu/>.

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 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/>.

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>. 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/>.

University Honesty Policy

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 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://dso.ufl.edu/>.

Note: There is zero tolerance for violations to the University Honesty Policy. Any student(s) found to violate the University Honesty Policy, Student Honor Code, or Student Conduct Code for any course activity (including but not limited to: any work submitted for credit) shall receive a grade percentage of zero for the submitted work involved in the violation, require assigned seating, and be reported to administrative personnel at UF. Second or multiple offenses (including offenses on recorded for other courses) shall result in a final course grade percentage of zero percent being assigned and all work submitted for credit in the course assigned a zero.

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: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

Campus Resources:

Health and Wellness

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.
- Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.
- University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

Academic Resources

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.
- Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.
- Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/>.
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>.
- Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.
- On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.

Critical Dates and Deadlines:

The following is a list of critical dates and deadlines. This list is tentative and may change as needs arise. Students are expected to take self-initiative throughout the course of the semester (including regular meetings outside of class) to complete all course activities. Letters will be provided to students to communicate travel to conference. It is the responsibility of students to provide the letter to each of their professors in a timely fashion as to making arrangement for the completion of assignments or exams, including make-up work.

Friday, January 31:

- Submit Product Approval Form
- Optional: Registration for Sales Competition
- Scholarship Applications
- Advisor, Professional, and Professional Chapter Nominations

Monday, February 10:

- Submit Resumes

Thursday, February 20:

- Submit at least 2 Chapter Innovative Ideas Competition
- Submit permanent mailing address and email contact for graduating seniors

Sunday, March 8:

- Completed Draft of Executive Summary Sent to Professional Chapter for Review

Sunday, March 15:

- Final Executive Summary Due (sent as PDF)

Monday, March 30:

- John Deere Signature Award Application

Monday, April 13:

- Student Competition (Travel Dates: April 13-17)
- Competition will be in San Diego, CA (a letter will be provided to students to inform their instructors)