

**AEB 4342  
AGRIBUSINESS & FOOD  
MARKETING MANAGEMENT  
SPRING 2021**

**Class Structure & Class Meeting Time**

HyFlex: MW- study at your own pace; F- Period 7 (1:55 PM - 2:45 PM), in-person & online for Q&A and help on assignments

**Instructors**

Instructors: Dr. Xiang Bi and Junhong Chen

E-mails: [xiangbi@ufl.edu](mailto:xiangbi@ufl.edu) and [junhongchen@ufl.edu](mailto:junhongchen@ufl.edu)

**Office Hours**

By appointment

*Many students find e-mail is an easy and fast way to ask questions. We will return your email within one business day. Please make sure to email both instructors for questions and accommodations.*

**Required Materials**

1. A Preface to Marketing Management, any recent (12-15<sup>th</sup>) edition. J. Paul Peter and James H. Donnelly, Jr. McGraw-Hill Irwin.
2. Supplementary readings and videos -links will be provided on the class website
3. Case studies –links to purchase case studies will be provided on the class website

**Prerequisites: AEB 3133**

**Undergraduate Coordinator**

Dr. Misti Sharp, Email: [mistisharp@ufl.edu](mailto:mistisharp@ufl.edu), Tel: 352-294-7632

**Academic Advisor**

Dannielle Shu, Email: [dshu@ufl.edu](mailto:dshu@ufl.edu), Tel: 352-294 – 7640

**Course Objectives**

*Students will be able to*

- Develop the ability to conduct strategic positioning, marketing research, and segmentation of consumers;
- Evaluate pricing, distribution, promotion, and new product decisions;
- Recognize and analyze the real-life applications of those strategies used by food and agribusiness companies to achieve a specific organizational objective;

- Apply survey research methods and statistical methods in developing marketing research plans and solving business cases.

**Web Site**

Lecture slides (videos), assignments, supplementary readings, announcements, rubrics, and deadlines will be posted on Canvas.

The class website is organized by modules of each chapters. The instructor pre-recorded most of the lectures and posted them on Canvas under each Chapter’s module.

On the class website, please find lecture slides and recorded lectures under Modules, organized Instructions and rubrics for homework assignments will be posted under Assignments. Schedule changes, reminders, and any miscellaneous announcements will be emailed to students through Canvas or posted under Announcements.

Zoom sessions on Friday will be used for Q&A and help on assignments. If there are synchronized lectures, the recording will be available after the scheduled class meeting time on Canvas.

**Grading Scale for AEB 4342**

A	93% or above	A-	90-92.9%		
B+	87-89.9%	B	83-86.9%	B-	80-82.9%
C+	77-79.9%	C	73-76.9%	C-	70-72.9%
D+	67-69.9%	D	63-66.9%	D-	60-62.9%
E	Less than 60%				

**Grading Summary**

	<b>Components</b>	<b>Weights</b>
1	Homework 1 Homework 2 Homework 3 Homework 4 Homework 5	50%
2	Take-home exams 1 and 2	20%
4	Open-book quiz	10%
5	Posts on discussion board	20%
	Total	100%

**Tentative Semester Outline (check Canvas for deadlines)**

Week	Chapter	Date
Week 1	Introduction/ Case Analysis (Section II-textbook, Porter's and SWOT); Chapter 1	Jan 11
Week 2	Chapter 1 Strategic Planning and Marketing Management (Including appendix on portfolio analysis)	Jan 18
Week 3	Chapter 2: Chapter 2 Marketing Research	Jan 25; HW 1 due Jan 22
Week 4	Chapter 3: Chapter 3 Consumer Behavior	Feb 1
Week 5	Chapter 5: Chapter 5 Market Segmentation	Feb 8
Week 6	Review and <b>first take-home exam</b>	Feb 15; HW 2 due Feb 19
Week 7	Chapter 6: Product Strategy/Product Life Cycle (Product)	Feb 22
Week 8	Chapter 7: New Product Development	March 1
Week 9	Chapter 8: Marketing Communications (Promotion)	March 8; HW 3 due March 12
Week 10	Chapter 8: Marketing Communications (Promotion)	March 15
Week 11	Chapter 10: Distribution Strategy (Place)	March 22
Week 12	Chapter 11: Pricing Strategy	March 29; HW 4 due April 9
Week 13	Chapter 11: Pricing Strategy	April 5
Week 14	<b>Review</b>	April 12
Week 15-16	<b>Second take-home exam</b>	April 19-30; HW 5 due April 21

The instructor reserves the right to change the terms and dates stated in this syllabus at any time. Should there be any changes, notifications will be given in class and posted on Canvas in advance. It is solely the student's responsibility to stay informed of any changes.

**Open-book Quiz (10%)**

To ensure understanding of the textbook and supplementary readings, students will be given short quizzes about them. These multiple choice questions are organized by each Chapter.

**Homework Assignments (50%)**

- I will provide a list of questions for each assignment. We will allocate time in advance **on Fridays** to discuss homework questions to help you finish your homework.
- You can work on your own; or you can choose to work with other students. **A group cannot have more than 3 students (including yourself).**
- **You can change your group throughout the semester**
  - To ensure each member has contributed to the assignment, please specify each member's contribution in the submitted homework. I recommend dividing the assignment questions among group members.
  - Each group only needs to submit one copy on Canvas.

- Homework assignments represent significant portion of your grade. Late submission will receive discounted grade (**25% discount for each additional day after the posted deadline**).

When grading on the homework, I follow this general rubric. Specific rubric will be posted with the assignment on Canvas.

- Organization and clarity (1 to 5 scales, 1 being poor, 5 being excellent)
  - Addressed the questions provided for that particular assignment
  - Provided supporting evidence for each statement/recommendation/conclusion
  - Structured the evidence in a convincing manner (including the appropriate use of graphs, tables, and references)
- Grammar (1-5 scales)
- Proper citation and consistent reference style (APA style or MLA is recommended) (1-5 scales)

### Posts on Discussion Board (20%)

- For each textbook chapter, I will post a discussion topic. Student contribution to the online discussions will be evaluated on the **quality** of the contribution.
  - Does the student write in a comprehensible fashion?
  - Are the student's comments conceptually substantive and perceptive? (Is the student writing from what they 'feel' is correct, or can they explain the basis of their claims using materials from lectures, online resources, and other classes?)
  - Be able to reply to follow-up comments or questions from the instructor or classmates.

### Take-home Exams (20%)

**Exams will be based on online discussions and lecture notes.** The first exam includes section II to chapter 5. The second exam includes chapter 6 to chapter 11. Each chapter will have around ten short answer questions.

In case you have a scheduling conflict with the exam time, you must consult with me at least one week in advance. I can schedule you to take the exam **before** the scheduled time. In case of serious illness, family emergency, or other major problem or conflict, you must present documentation (usually in the form of a note from the Dean of Student Office or from your academic advisor) to support your request to have a make-up exam after the scheduled time.

**By enrolling in this course you are agreeing to the terms outlined in this syllabus. I wish everyone a rewarding and productive semester!**

### **University Policies (Generic link)**

***For a complete list of UF Resources and Policies, Please check the Course website on Canvas.***

### ***Grades and Grade Points***

For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### ***Absences 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/ugrad/current/regulations/info/attendance.aspx>.

### ***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 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: <http://www.dso.ufl.edu/SCCR/honorcodes/honorcode.php>.

### ***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>.

### ***Online Course Recording***

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera

engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

### ***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.

### ***Campus Helping Resources***

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

***University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, [www.counseling.ufl.edu/cwc/](http://www.counseling.ufl.edu/cwc/)***

Counseling Services; Groups and Workshops; Outreach and Consultation; Self-Help Library; Training Programs; Community Provider Database

***U Matter, We Care, 352-294-CARE. [umatter@ufl.edu](mailto:umatter@ufl.edu) <http://www.umatter.ufl.edu/>***

***Career Resource Center, First Floor JWRU, 392-1601, [www.crc.ufl.edu/](http://www.crc.ufl.edu/) 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: 0001 Reid Hall, 352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)

### ***Face-to Face Instructional Sessions***

We will have face-to-face instructional sessions on Fridays to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom

interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies](#).