

AEB 4343 – INTERNATIONAL AGRIBUSINESS MARKETING

Spring 2022 – 3 Credits

CLASS TIME AND LOCATION

MWF, Period 7 (1:55pm – 2:45pm)

AND 0034

OFFICE HOURS

MWF, (10:00am – 11:00am)

MCCB 1083

Or by appointment.

PREREQUISITE

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

INSTRUCTOR

Derek Farnsworth

Office: MCCB 1083

Phone: 352-294-7698

E-mail: dfarnswo@ufl.edu

TEACHING ASSISTANT

Ogoudele (Simon) Codjo

Office: TBA

Hours: TBA

Email: ocodjo@ufl.edu

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 webpage 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.

REQUIRED TEXT

Keegan, Warren J., and Mark C. Green. Global Marketing, 10th (or recent) Edition, 2019, 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 20% each)	40%
Homework (4 at 5% each)	20%
Marketing Plan	25%
<u>Participation</u>	<u>15%</u>
Total	100%

Grades will be awarded as follows:

Percentage	Grade
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 exams** during the semester. Each exam is worth 20% 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 23**
- **Exam 2: April 20**

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.

Homework

There will be a total of **four homework assignments** given throughout the semester. Each homework is worth 5% of your grade. **Homework is due at midnight.** It is your responsibility to submit assignments on time and follow the instructions for the assignment submission. A grading rubric is available on the course site. Late submissions receive half credit.

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 2
- **Preliminary Draft of Marketing Management Strategy**
March 16
- **Preliminary Draft of Strategy Implementation Plans**
April 6
- **Finalized Marketing Plan**
April 28

Completed marketing plans will be accompanied by team presentations. **Presentations will take place during the final exam time slot, Thursday, April 28, at 12:30-2:30pm.**

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, meaningful contributions to discussions**, 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

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies](#).

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 return the assignment or exam. 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**.

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. Zoom will be used to broadcast and record lectures (<https://zoom.us/privacy>).

SUPPLEMENTAL INFORMATION

Accommodations for Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Online Course Evaluation Process

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner](#). 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 ufl.bluera.com/ufl/. [Summaries of course evaluation results are available to students here](#).

Academic Honesty

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 specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Honor Code](#). 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.

CAMPUS RESOURCES**Health and Wellness**

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as 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 Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

Academic Resources

[Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

[Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process.](#)

APPROXIMATE COURSE OUTLINE BY WEEK

Week	Monday	Wednesday	Friday	Material/Notes
1/2				Class Introduction
1/9				Chapter 1: Introduction to Global Marketing
1/16	No Class			Chapter 2: The Global Economic Environment
1/23		HW 1		Chapter 3: The Global Trade Environment
1/30		Plan 1		Chapter 4: Social and Cultural Environments
2/6				Chapter 5: Political, Legal, and Regulatory Env.
2/13		HW 2		Chapter 6: Info. Systems and Market Research
2/20		Exam 1		Marketing Plan Preparation
2/27				Chapter 7: Segmentation, Targeting, Positioning
3/6	No Class	No Class	No Class	Spring Break
3/13		Plan 2		Chapter 8: Importing, Exporting, and Sourcing
3/20		HW 3		Chapter 9: Global Market-Entry Strategies
3/27				Chapter 10: Brand and Product Decisions
4/3		Plan 3		Chapter 11: Pricing Decisions
4/10		HW 4		Chapter 12: Marketing Channels and Distribution
4/17		Exam 2	No Class	Class Review
4/24	No Class	No Class	No Class	Final Plan and Presentations: 4/28 @ 12:30pm

All homework, quizzes, and exams are due by midnight on the assigned date. There will be a quiz question corresponding to each lecture date without a homework or exam due.