

**AGEC 429 -- AGRIBUSINESS MARKETING STRATEGIES
AGEC 498 – ADVANCED MARKET PLANNING PROJECT
SPRING 2017**

Instructor:

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Office Hours:

I will generally maintain an “open door” policy, so you are welcome to come by any time with questions. If you want to ensure that I will be there, I suggest making an appointment.

Course Description:

AGEC 429 and AGEC 498 will require students to apply marketing principles to market planning, research, and analysis. Students will select a real world company or product and will develop, revise, improve, and present a plan for it’s go-to-market strategy to the instructor, peers, and/or sets of experts.

Prerequisites:

AGEC 426 and AGEC 427 or consent of the instructor are required for admission to AGEC 429.

AGEC 498 does not have prerequisites, but does require instructor consent for admission.

Students in AGEC 498 are required to be paid members of the Purdue Agribusiness Club/NAMA (National Agri-Marketing Association) Chapter. Students in AGEC 429 may join at their option.

Course Objectives:

These two courses are combined because the objectives and content are the same. In both courses, students will prepare and develop a marketing plan for the national NAMA student marketing competition or for another business of their choosing. You are expected to give this class the dedication, commitment, and effort needed to make an outstanding plan and presentation.

The course will help you build and improve your marketing and presentation skills. The course will also give you the opportunity to develop your teamwork, research, communications, and project management skills. You will continue to learn more about market research and analysis, teamwork, how to develop effective marketing strategies, and how to make a successful marketing presentation.

After completing the course, students should be able to:

- 1) Identify marketing problems and opportunities;
- 2) Conduct market analyses;
- 3) Design, evaluate, and recommend alternative marketing strategies;
- 4) Prepare a written marketing plan and executive summary;
- 5) Communicate your plans and defend them in a professional setting.
- 6) Make an effective presentation of your marketing plan.

Suggested Resource:

Wood, Marian Burk. *The Marketing Plan: A Handbook*, Pearson Prentice Hall, 2003.

Method of Instruction:

The instruction will consist of:

- 1) discussion sessions;
- 2) class participation;
- 3) assignments;
- 4) out of class-time meetings;
- 5) teamwork;
- 6) Field experiences
- 7) marketing plan project.

Students will have a choice for how they engage with this class. They may participate in the Field Experience option and NAMA, they may participate in non-competitive NAMA projects, which could be used in future semesters, or they may choose individual or group projects. This choice will be made the first day of class and will not be changed without a discussion between the student and instructor.

Class Meeting Times

The class will meet at the designated times of Tuesday and Thursday at 3:30-5:20 in Krannert G-7. Some class sessions may be required. Required sessions will be announced at least one week in advance. Some sessions will be used for free-flowing discussion about the market planning process, the major components of the marketing plan, the decisions that need to be made, and deadlines that need to be met. Most times, class meeting periods can be used as work sessions. Some meetings may be scheduled outside of class between students and the instructor at mutually agreed upon times throughout the semester. Students who select an individual project will find this to be most helpful.

Attendance:

If you are unable to attend a required class session, email me a clearly written note prior to the class you will miss, identifying the date the class will be missed and the reason for missing.

Developing an effective marketing plan will also require significant time and effort outside of class. Those of you working in groups will need to set up additional designated meeting times with your group and instructor outside of class time. Your attendance at these meetings is also required. Inform your group in advance if you will be missing a class or meeting. Your attendance is important to your group and to developing a top quality and effective marketing plan. Absences can negatively impact the ability of the group to make progress. I expect you to be respectful of your group and its goals, and to act in a professional manner. **Missing scheduled group meetings may also negatively impact your grade.**

Groups and individuals may be involved in practice presentations to professionals during the semester. Many times these practices will not be during our normal class meeting time. It is important that all presenters be at all presentation practices.

Be Prompt:

Please do not be late for scheduled meetings. Tardiness is unprofessional and disrespectful to your group. Tardiness will negatively impact your grade.

Cellphones:

Cellphones (and any similar electronics) should be turned off during class and not used.

Violations of this policy can impact your grade at the end of the semester.

Assignments:

Assignments with deadlines will be given and are due as communicated through course material and in class. Failure to complete assignments in a timely manner will hamper your ability to complete a successful marketing plan. Lack of follow-through and failure to complete assignments will negatively impact your grade.

Marketing Plan Project and Plan of Work:

You and/or your group will prepare a written executive summary of your marketing plan and will give an oral presentation about your marketing plan. Your written executive summary will need graphics incorporated into it and a PowerPoint or Presi presentation with any appropriate presentation props.

Individual Effort

Whether you work individually or are part of a group, you are expected to participate. Your membership, participation, and input is essential to your success. Lack of participation will negatively impact your grade. Those of you who select an individual project must be prepared to complete all aspects of the market planning process as an individual.

For everyone: WHEN YOU RECEIVE AN EMAIL REQUESTING A RESPONSE, YOU MUST RESPOND WITHIN SIX HOURS. All emails will be sent to your Purdue email address.

Any student who fails to make a contribution to the project and/or, for those who select a group option, who fail to maintain communication with your group *will receive a below average grade.* You cannot be a passive learner in this class. You must be an active participant and contributor.

Field Experience Option-- Marketing Plan Competition and NAMA Convention:

Some of you will have an opportunity to attend the 2017 NAMA competition as members of these classes. Please read the NAMA competition guidelines (http://nama.org/student_handbook) carefully and be certain that we have met all rules and specifications. The marketing plan competition and NAMA convention are scheduled for April 25-28, 2017 in Dallas Texas. For details about the conference and competition as well as copies of last year's winning plans see: <http://www.nama.org/student/student-index.html>

You should plan to be away from campus all day April 24-28. This means communicating with other instructors at the beginning of the semester to REQUEST their understanding of your participation in this learning opportunity. No class room activity in one class can excuse you from any aspect of another class. If you encounter difficulties with your requested absences, please talk with me. It may mean you should not select the field experience option.

Those of you traveling will need to raise money to cover your travel costs and other work expenses. You will be responsible for developing a budget and raising the funds to cover the team's expenses. **If we do not raise enough money to cover all expenses for all team members traveling to the competition, then you will be responsible for paying any uncovered expenses.**

Teamwork:

Many of you will be working as a group. It is up to you to make your group an effective and successful working unit. I hope your group will become a team. A team is a group, but a group is not always a team. Be a true team!!...They are generally more productive.

To be successful, your team will require initiative, motivation, coordination, leadership, and specialization. Work should be distributed among the team members. Each member of the team should be a primary specialist in at least one area of the marketing plan, and a secondary specialist in at least one additional area.

Communication is essential in marketing. Those of you working in teams must keep in contact and share information with others. You will need to maintain close communications with each other, delegate the work, coordinate your efforts, and hold each other responsible for making valuable and timely contributions to the marketing plan and presentation. Communicate often with your colleagues.

Computer Work:

Groups will be required to work from a common set of documents. All documents must be maintained in Google docs and the instructor must have access to them throughout the semester. This provides an easy way to understand the contributions of individual members of each group and a method for assuring feedback is provided to the most current versions of documents.

Professional Environment:

For this class, you will be representing Purdue University and interacting with professionals. You are expected to maintain a professional attitude and appearance at all times. This is particularly important for those traveling for the field experience. *Failure to act professionally as defined by the instructor's assessment, may result in failure of the course.* Any questions as to what constitutes professional or unprofessional behavior should be discussed with the instructor.

You will be working with real products, companies, and people. If you are provided with confidential information, maintain those confidences strictly. It will be critical for you to maintain good client relationships.

Grading:

Grades will be assigned on a 90/80/70/60 curve for A/B/C/D/F, respectively. Your final course grade will be derived based on the following weighting system:

<u>Activity</u>	<u>Percent of Final Grade</u>
Final Written Report	35%
Oral Presentation of Report	30%
Teamwork, Exercises, Contribution	20%
Attendance, Participation, Effort	15%

Each team member and the team as a whole will be evaluated by team members and by the instructor. We will plan to do two evaluations during the semester, one part-way through and the other at the end of the semester. Teamwork will be evaluated by both team member observations and instructor observations and may be weighted more by team member observations.

You are expected to put the dedication, effort, and time into the project that will warrant an A grade for all.

On any assignment, if you feel that you deserve more credit than you received, come see me in my office. I will re-grade the entire assignment. This means that you may receive additional points on one portion, but may lose points on other portions.

Academic Honesty and Honor System:

University policy on academic misconduct is clear — academic dishonesty in any form is strictly prohibited. Instances of academic dishonesty will be referred to the Dean of Students for disciplinary action. Penalties are severe and may include failure on the exam, quiz, paper, or project, failure in the course, and/or expulsion from the University. The risks associated with academic dishonesty far outweigh the perceived benefits. Academic dishonesty includes citing someone else's work as your own, using unauthorized "crib sheets" during exams, or sharing your answers with someone else. On all assignments, examinations, quizzes, or other course work undertaken by students, the following pledge is implied, whether or not it is stated: *"On my honor, as a student, I have neither given nor received unauthorized aid on this academic work."* If you are unsure whether an action you are considering constitutes academic dishonesty, seek clarification from your instructor.

For more information on the student conduct code, your rights and responsibilities, and the student guidelines for academic integrity, please visit the web pages at:

www.purdue.edu/oop/univregs/pages/stu_conduct/stu_conduct.html and <http://www.purdue.edu/ODOS/osrr/integrity.htm>.

Students with Disabilities:

If you have a disability that requires special academic accommodation, please make an appointment to speak with me within the first three weeks of the semester in order to discuss any adjustments. It is important that we talk about this at the beginning of the semester. Please note that university policy requires all students with disabilities to be registered with Adaptive Programs in the Office of the Dean of Students before classroom accommodations can be provided.

**AGEC 429
Student Information
Spring 2017**

Students traveling for the field experience will need to complete the following

Name: _____

Local Address: _____

Local Telephone: _____

Cell Phone: _____

E-mail Address: _____

**Travel and Liability Waiver Statement
Purdue University**

I understand that Purdue University, its staff, faculty, and affiliates assume no liability and provide no insurance for any travel that I may undertake in connection with my assignments in AGEC 429 or AGEC 498, Spring semester 2017

Signed

Date

Marketing Plan

The components of your marketing plan will include:

Market Analysis:

- Market Size, Potentials, Trends
- Customer Profile, Market Segments, Needs
- Competitive Analysis (positioning, pricing, market share, strengths, weaknesses)
- Other Key Factors Impacting the Market (regulatory, political, economics, etc.)

Business Proposition:

- Key Planning Assumptions, Important facts and information drawn from market analysis that confirm the existence of a marketing opportunity (3-5)
- Define and Describe the Product
- Demonstrate a tie to customer income or productivity
- Specific Market Segments that Achieve Your Objectives
- Objectives/Goals
- Strategy Statement

Action Plan/Tactics: (Tactics for Executing the 4Ps)

- Product Positioning,
- Pricing Strategy,
- Distribution Strategy (Place),
- Promotion Strategy (Communication Plan, Sales Plan, Execution Calendar)

Financial Evaluation:

- 3 Year P&L Statement
- Gross Sales Dollar, Net Sales, Prices
- Gross Margin, Net Profit, Costs, etc.

Monitoring and Measurement:

- How you will evaluate whether you met your sales, communications, market penetration and profit objectives
- Contingency Plan

Written Plans:

- Organization, flow, clarity
- No grammar and Typos
- Professionalism
- Executive summary (not more than five pages)
- References and AP Style

Oral Presentations:

- Organization, flow, clarity
- Professionalism
- Style
- Enthusiasm and persuasiveness
- Effectiveness of visuals
- Not to exceed 20 minutes
- Knowledge of information
- Ability to answer questions

MARKETING PLAN OUTLINE/JUDGES' SCORECARD

		Written	Live
1.	MARKET ANALYSIS <ul style="list-style-type: none"> • market size, potential, trends • customer profile, market segments, need • competitive analysis (positioning, pricing, market share, strengths and weaknesses) • other key factors impacting the market (regulatory, political, economic, etc.) 	25	20
2.	BUSINESS PROPOSITION <ul style="list-style-type: none"> • define and describe the product • key planning assumptions – important facts and information drawn from market analysis that confirms the existence of a marketing opportunity • demonstrates a clear tie to improving producer income or productivity • objectives/goals • strategy statement – identification of opportunity within specific market segments that achieve your objectives 	40	30
3.	ACTION PLAN (tactics for executing 4 Ps) <ul style="list-style-type: none"> • positioning • price • place • promotion 	25	35
4.	FINANCIAL EVALUATION (must include for years 1, 2 and 3) <ul style="list-style-type: none"> • gross sales dollar (GSD = Units x Selling Price) • net sales (NS = Gross Sales - Discounts and Returns) • gross margin (GM = Net Sales - Cost of Goods Sold) • net profit (before taxes) (NP = Gross Margin - Marketing and Development Costs) • plus any other information that can enhance your financial position or product/commodity or service profitability 	35	25
5.	MONITORING & MEASUREMENT <ul style="list-style-type: none"> • how will you know whether you met your sales, communications, market penetration and profit objectives • contingency plan 	25	25
6.	WRITTEN PRESENTATION (Executive Summary of plan) <ul style="list-style-type: none"> • organization (flow, clarity, to the point) • free of grammatical and typographical errors • professional appeal • within guidelines (i.e., deadlines, number of pages, etc.) • reference materials and research sources properly and accurately attributed, using AP style; if not, a point deduction may be made, up to a maximum of disqualification 		50
7.	LIVE PRESENTATION <ul style="list-style-type: none"> • organization (flow, clarity, to the point) • professionalism • style • enthusiasm/salesmanship • effectiveness of visuals • within guidelines 		50
8.	QUESTION/ANSWER15 <ul style="list-style-type: none"> • knowledge of product information • preparedness to answer questions 		
Total points		200	200

<u>Required</u>	<u>Week</u>	<u>Date</u>	<u>NAMA Competition Tasks and Deadlines</u>	<u>Non Competitive NAMA, Individual and Group Tasks and Deadlines</u>
498	1	1/10/2017	Introduction	Introduction
498, WSD Gone	1	1/12/2017	Work on written plan	Work on written plan
498, WSD Gone	2	1/17/2017	Work on written plan	Work on written plan
498	2	1/19/2017	Work on written plan	Meetings with Downey
498	3	1/24/2017	Work on Concept Presentation	Work on written plan
ALL	3	1/26/2017	Concept Presentation to Gunther Kreps, CPS	Concept Presentation to Gunther Kreps, CPS
498	4	1/31/2017	Product Approval Due to NAMA on 2/1, TEAM NAMA Submission Due 2/1	Meetings with Downey
498, WSD Gone	4	2/2/2017	Work on written plan	Work on Written Plan
498, WSD Gone	5	2/7/2017	Work on written plan	Work on written plan
498	5	2/9/2017	Work on Concept Presentation	Work on written plan
ALL	6	2/14/2017	Concept Presentation to Amy Mrozinski, Dean Foods	Concept Presentation to Amy Mrozinski, Dean Foods
498	6	2/16/2017	Work on Presentation	Work on written plan
498	7	2/21/2017	Work on Presentation	Meetings with Downey/Work on Written Plan
498	7	2/23/2017	Work on Presentation	Work on written plan
498	8	2/28/2017	Work on Presentation	Meetings with Downey/Work on Written Plan
ALL	8	3/2/2017	First Formal Presentation to Casey Hiers, FourQ	Feedback to NAMA
498	9	3/7/2017	Work on Presentation	Work on written plan
ALL	9	3/9/2017	Second Formal Presentation to Phylicia Sakelaris, Moss Inc	Final Written Plans Due, Feedback to NAMA during class
		3/14/2017		
		3/16/2017		
ALL	10	3/21/2017	Third Formal Presentation to Jeff Cole, Dow AgroSciences	Feedback to NAMA
ALL	10	3/23/2017	Fourth Formal Presentation to Darren Carter, CytoSport/Hormel	Feedback to NAMA
498	11	3/28/2017	Work on Presentation	Work on Presentation
498	11	3/30/2017	Final Written Plans Due on 3/31	Work on Presentation

498	12	4/4/2017	Work on Presentation	Practice
498	12	4/6/2017	Work on Presentation	Practice
Ready Set Sell	13	4/11/2017	Work on Presentation	Work on Presentation
ALL	13	4/13/2017	Feedback on 429 Presentations	Presentations
ALL	14	4/18/2017	Feedback on 429 Presentations	Presentations
ALL	14	4/20/2017	Last Class Practice Presentations	Feedback to NAMA
NAMA Presenters	15	4/25/2017	Depart for Dallas, TX	No Class
NAMA Presenters	15	4/29/2017	Return from Dallas, TX	No Class