

**AGEC 327: Principles of Food and Agribusiness Marketing  
Spring 2018 (3 credits)**

Instructor: William McClain ([wmcclain@purdue.edu](mailto:wmcclain@purdue.edu))

Class location: KRAN G016  
Class time: Tue & Thu 1:30-2:45pm

**Office Hours**

Will McClain will hold office hours in KRAN 722, Tuesdays and Thursdays from 3 pm to 4 pm. If these timings are not convenient for you, please email him at [wmcclain@purdue.edu](mailto:wmcclain@purdue.edu) to set up an appointment.

**Course Description**

This course serves as an introduction to the theory of marketing and its practical application to real time business cases. We will evaluate the consumer relationship, marketing process, market research, and marketing strategies in business firms. By the end of the course, students will be able to develop skills for evaluating and formulating marketing decisions.

**Prerequisites**

AGEC 33000 or ENTR 20000

**Course Objectives**

After completing the course, students should be able to:

1. Demonstrate understanding and application of basic principles of marketing management
2. Design and develop a customer driven marketing strategies and programs.
3. Identify the changing environmental factors that affect marketing decision.
4. Evaluate marketing strategies and programs using various marketing and promotion tools.

**Text**

Kotler, P., and G. Armstrong. *Principles of Marketing*, 16<sup>th</sup> Ed., Pearson Prentice Hall, 2014.

**Course Web Page**

Course materials will be available via Blackboard Learn. The course web page can be accessed at <https://mycourses.purdue.edu/>. Log on using your Purdue Career account username and password.

**Method of Instruction**

The instruction will consist of online materials, quizzes, lecture, discussion sessions, homework assignments, and exams.

**Class Meeting Time:** Class time will be mainly dedicated to learning concepts and case studies.

Class time will be divided into following four activities. All the activities are equally important for the understanding of the course material and be successful in this class.

1. **Concept Learning:** This will be mainly conducted through lecturing, class notes and learning through examples.
2. **In Class Exercise (200 points):** These exercises will involve questions related to the chapter covered in the class. They can range from case studies to multiple choice questions. *No make ups for these exercises, unless there is a note made available for the absence from a doctor; an instructor or a university administrator.*

3. **Discussion:** This is an important part of the class. Discussion is a way of generating new ideas and understanding the material. Your class participation points will be awarded based on the discussion participation during the class.

I am always available to answer any questions regarding the material covered in the class, or assignments. I encourage students to contact me for help whenever they are in need. The best and fastest way of communicating with me would be through email. I will be happy to meet students outside of the office hours if required.

**Work outside the Class Meeting Time:** Outside of the classroom you are responsible for three things

1. **Online Quizzes (200 points):** Quizzes need to be completed **the day after class** for each chapter. The quizzes are located within the content page for each chapter in Blackboard Learn. Quizzes must be completed by 5 PM on the due date. You will not be able to take the quiz late. You should read through the chapter and posted note outline before taking the quiz. *No make ups for the online quizzes.*
2. **Homework (300 points):** Homework will be assigned. Homework must be typed, organized and is due at the start of the class period on the date due. Late assignments will be accepted **up to one class period late**, however, the score will be penalized 20%. Homework that is not typed or handed in after the start of class will be considered late. No homework will be accepted more than one class period after it is due. You may work with others on homework problems, but each student is expected to express his/her own ideas in written answers and to hand in his/her own work.

**Exams (400 points):** Four exams are planned. The fourth exam is to be taken during final exam week. Exams will generally consist of essay and short answer questions, problems, and multiple choice and/or true-false questions. The exams will be closed-book, closed-note and will represent your own work. *No make-up exams will be given.* If you cannot take an exam when scheduled due to a last minute unforeseen occurrence, you must notify me **in advance** and make arrangements for an alternative date and time.

**Failure to do so will result in a zero on the exam.**

#### **Class Participation and Attendance (50 points)**

Class participation is expected. There are in-class discussions and exercises every class period. On the first day of class, you have 50 out of 50 points in your participation grade. You are allowed 3 absences from class during the semester. If you need to miss additional days for any reason, 10 points per day absent will be deducted from your participation grade. If you miss more than 8 days, points will be deducted from your overall score. Disruptive behavior or lack of participation may result in lower grades or scores than expected by a student. Seating may be assigned so that I can learn each of your names and to facilitate group activities.

#### **Class Behavior Policy (50 points)**

The structure of this class requires that we as a class engage in constructive discussions as a method to achieve the course objectives. However, there are certain class behavior policies which should be followed, for the students to benefit the most from these discussions. Following is a rough guideline for classroom behavior and policy.

1. Time allocated for group discussions should be used only for the topics pertaining to the discussions. Discussions about extra-curricular activities should be conducted outside the class and will lead to negative marking.
2. The entire group will be penalized for even one group member's behavior. The entire group will lose points for the group discussion and all the points for class behavior policy. Students will be

given the opportunity to make up for these points later throughout the course by displaying and maintaining appropriate behavior.

3. However, if the instructor notices continuous inappropriate classroom behavior, student(s) will be disallowed from attending the class until he or she agrees to follow classroom policies.
4. Disruptive behavior in class is unacceptable and will not be tolerated at any level.
5. Students engaging in talking among themselves while the class is in session will lose their participation and class behavior points.
6. No food or drinks can be consumed in the class.
7. Talking/texting/chatting on cell phones, laptops, tablets or amongst yourselves is against classroom behavior policy.

Any other kind of student behavior which leads to disturbance and noise in the class will also be dealt with similar penalties.

### **Cell Phones**

Cell phones and any similar electronics should be **silent** during class and not used. Abuse of this policy will negatively impact your participation score. Text messages may be used by Purdue University to notify of emergencies; however, you should refrain from using texting for other purposes during class.

### **Grading**

Your final course grade will be derived from the total points based on the following activities: quizzes, homework, three exams, class participation and classroom behavior.

- It is your responsibility to collect the graded material in class
- No claims for a lost exam/homework/exercise will be entertained after the day material was handed back in the class.
- If there is a missing grade on the Blackboard, student should notify the instructor within 3 business days of the material was handed back in the class.
- Please provide with a scanned copy of photo of the material along with the claim for missing grade.

On any assignment or exam, if you feel that you deserve more credit than you received, come see me in my office. You have one week from the time a paper is returned to you to ask for a re-evaluation. **I will re-grade the entire assignment or exam. This means that you may receive additional points on one question, but may lose points on other questions.**

Total points for the class are 1200.

Grades will be assigned as follows:

<u>Letter Grade</u>	<u>Points</u>	<u>Letter Grade</u>	<u>Points</u>	<u>Letter Grade</u>	<u>Points</u>
A+	1164/97	C+	924/77	F	720 or below
A	1116/93	C	876/73		
A-	1080/90	C-	840/70		
B+	1044/87	D+	804/67		
B	996/83	D	756/63		
B-	960/80	D-	720/60		

### **Communication**

Please note that my primary out-of-class method of communication will be via email to your Purdue email address. I will not generally attempt to contact you at email addresses other than your Purdue email address. It is your responsibility to check for mail on a regular basis. I recommend checking your Purdue

email account at least once every 24 hours. I typically respond to emails throughout the day; however, I may not respond between 10 pm and 7 am.

### **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, 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 and your rights and responsibilities, please visit the web page at: <http://www.purdue.edu/univregs/studentconduct/index.html>.

### **Students with Disabilities:**

If you have a disability that requires special academic accommodation, please make an appointment to speak with me within the first two 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.

### **Campus Emergency:**

In the unusual event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. To get information about changes in this course visit the course home page, contact me by email at [bkatare@purdue.edu](mailto:bkatare@purdue.edu) or call me at (765-494-7709)

Purdue is in general a very safe place; however, emergencies can occur. To report an emergency, call 911. To obtain updates regarding an ongoing emergency, sign up for Purdue Alert text messages, view [www.purdue.edu/ea](http://www.purdue.edu/ea). There are nearly 300 Emergency Telephones outdoors across campus and in parking garages that connect directly to the PUPD. If you feel threatened or need help, push the button and you will be connected immediately. If we hear a fire alarm during class we will immediately suspend class, evacuate the building, and proceed outdoors. Do not use the elevator. If we are notified during class of a Shelter in Place requirement for a tornado warning, we will suspend class and shelter in the basement. If we are notified during class of a Shelter in Place requirement for a hazardous materials release, or a civil disturbance, including a shooting or other use of weapons, we will suspend class and shelter in the classroom, shutting the door and turning off the lights. Please review the Emergency Preparedness website for additional information. [http://www.purdue.edu/ehps/emergency\\_preparedness/index.html](http://www.purdue.edu/ehps/emergency_preparedness/index.html)

**EMERGENCY NOTIFICATION PROCEDURES are based on a simple concept – if you hear a fire alarm inside, proceed outside. If you hear a siren outside, proceed inside.**

- **Indoor Fire Alarms** mean to stop class or research and immediately **evacuate** the building.
- Proceed to your Emergency Assembly Area away from building doors. **Primary location is on the paved walkway of the Union.** Secondary location (should be *inside a nearby building* in case of inclement weather): inside the **Union near Starbucks Café in the general seating area** if inclement

weather. **Remain outside** until police, fire, or other emergency response personnel provide additional guidance or tell you it is safe to leave.

- **All Hazards Outdoor Emergency Warning Sirens** mean to immediately seek shelter (**Shelter in Place**) in a safe location within the closest building. “Shelter in place” means seeking immediate shelter inside a building or University residence. This course of action may need to be taken during a tornado, a civil disturbance including a shooting or release of hazardous materials in the outside air. Once safely inside, find out more details about the emergency\*. **Remain in place** until police, fire, or other emergency response personnel provide additional guidance or tell you it is safe to leave.

*\*In both cases, you should seek additional clarifying information by all means possible...Purdue Home page, email alert, TV, radio, etc...review the Purdue Emergency Warning Notification System multi-communication layers at [http://www.purdue.edu/ehps/emergency\\_preparedness/warning-system.html](http://www.purdue.edu/ehps/emergency_preparedness/warning-system.html)*

EMERGENCY	EMERGENCY ASSEMBLY AREA (EAA) - SHELTER IN PLACE
Weather-Related - Tornado Warning	Basement corridors, basement offices, basement restrooms Or the lowest level of the building (stay away from windows and doors)
Hazardous Materials (HAZMAT) Release	Remain or find an unaffected office or work area and close windows and doors.
Civil Disturbance - active shooter	Seek a safe location, preferable a room without windows that can be locked or secured by barriers.

#### **EMERGENCY RESPONSE PROCEDURES:**

- Review the **Emergency Procedures Guidelines**  
[https://www.purdue.edu/emergency\\_preparedness/flipchart/index.html](https://www.purdue.edu/emergency_preparedness/flipchart/index.html)
- Review the **Building Emergency Plan** (available from the building deputy) for: evacuation routes, exit points, and emergency assembly area
  - when and how to evacuate the building.
  - shelter in place procedures and locations
  - additional building specific procedures and requirements.

#### **EMERGENCY PREPAREDNESS AWARENESS VIDEOS**

- "Shots Fired on Campus: When Lightning Strikes," is a 20-minute active shooter awareness video that illustrates what to look for and how to prepare and react to this type of incident. See: <http://www.purdue.edu/securePurdue/news/2010/emergency-preparedness-shots-fired-on-campus-video.cfm> (Link is also located on the EP website)
- All Hazards Online Awareness training video (on Webcert & Blackboard.) A 30 minute computer based training video that provides safety and emergency preparedness information. See the [EP website](#) for sign up instructions.

#### **MORE INFORMATION**

Reference the Emergency Preparedness web site for additional information:  
[https://www.purdue.edu/ehps/emergency\\_preparedness/](https://www.purdue.edu/ehps/emergency_preparedness/)

**AGEC 327 Principles of Food and Agribusiness Marketing**  
**Spring 2018 TENTATIVE COURSE OUTLINE & SCHEDULE**  
**Schedule is subject to change**

Date	Topic	Readings Assigned / HW Due
T	01/09	Course Overview
U	01/11	Marketing: Creating & Capturing Customer Value Chapter 1
T	01/16	Company & Marketing Strategy Chapter 2
U	01/18	Analyzing the Marketing Environment Chapter 3; HW 1
T	01/23	Managing Marketing Information to Gain Customer Insights Chapter 4
U	01/25	Consumer Markets & Consumer Buyer Behavior Chapter 5
T	01/30	Exam #1 Review HW 2
U	02/01	<b>Exam #1 Chapters 1-5</b>
T	02/06	Business Markets & Business Buyer Behavior Chapter 6
U	02/08	Customer-Driven Marketing Strategy Chapter 7
T	02/13	Products, Services, & Brands Chapter 8; HW 3
U	02/15	New Product Development & Product Life-Cycle Chapter 9
T	02/20	Pricing: Understanding & Capturing Customer Value Chapter 10
U	02/22	Exam #2 Review HW 4
T	02/27	<b>Exam #2 Chapter 1-10</b>
U	03/01	Pricing Strategies Chapter 11
T	03/06	Marketing Channels Chapter 12; HW 5
U	03/08	Retailing & Wholesaling Chapter 13
T	03/13	Spring break
U	03/15	Spring break
T	03/20	Communicating Customer Value Chapter 14; HW 6
U	03/22	Advertising & Public Relations Chapter 15
T	03/27	Exam #3 Review
U	03/29	<b>Exam #3 Chapter 1-15</b>
T	04/03	Personal Selling and Sales Promotion Chapter 16; HW 7
U	04/05	Direct & Online Marketing Chapter 17

**AGEC 327 Principles of Food and Agribusiness Marketing**  
**Spring 2018 *TENTATIVE* COURSE OUTLINE & SCHEDULE (Continued)**  
**Schedule is subject to change**

Date		Topic	Readings Assigned / HW Due
T	04/10	Creating Competitive Advantage	Chapter 18; HW 8
U	04/12	The Global Marketplace	Chapter 19
T	04/17	Sustainable Marketing	Chapter 20
U	04/19	Review and summary of class	HW 9
T	04/24	Exam #4 Review	
U	04/26	<b>Exam #4 Chapter 1-20</b>	