

**AGRICULTURAL ECONOMICS 427  
ADVANCED AGRIBUSINESS MARKETING  
FALL 2018**

**Professor**

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Monday thru Friday 8:00 am–2:30 pm

**Office Hours**

I have an “open door” policy, so you are welcome to come by any time with questions, but if you do want to ensure that I will be available, I suggest making an appointment. If you call or stop by and I am not available, please email me, and I will get back to you as soon as possible.

**Course Description**

AGEC 427 is an application of marketing principles to market planning, research, and analysis. Students will develop a strategic marketing plan for a food or agribusiness product. AGECE 427 uses active learning or problem-based learning. Students will work in small collaborative groups to address challenging, open-ended marketing problems.

**Prerequisites**

AGEC 327

**Course Objectives**

The course will help you build and improve your marketing skills. The course also provides you the opportunity to develop your teamwork, research, communications, and project management skills.

The goal of the course is for you to develop a high quality marketing plan. You are expected to give this class the dedication, commitment, and effort needed to make a strong, outstanding plan and 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;
- 5) Make an effective presentation of a marketing plan;
- 6) Implement and evaluate the implementation of their marketing plan.

**Recommended Text**

Wood, Marian Burk. *The Marketing Plan Handbook*, 4<sup>th</sup> or 5<sup>th</sup> Ed. Pearson Prentice Hall

### Course Web Page

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

### Communication

Please note that my primary out-of-class method of communication will be via email to your **Purdue** email address. I will not 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.

### Method of Instruction

Instruction will consist of lecture, discussion sessions, homework assignments, and marketing project. The class period will be used to discuss the major components of the marketing plan, the decisions that your team needs to make, and the deadlines that need to be met. Most days much of the time during class meeting periods will be used as work sessions for your groups.

### Technology

Because most of the class meeting periods are used for work sessions, please bring your laptop or tablet to class.

### Attendance and Class Participation

Class participation and attendance are expected. Attendance is expected, but please do not come to class sick. Class participation is essential and required. Your membership, participation, and input are essential to your team's success and to the success of your marketing plan. Disruptive behavior or lack of participation **will** result in lower grades or scores than you expected.

If you are not working on course related material during the class period, I will ask you to leave. The following point deductions will be taken from the marketing section we are working on at the time:

- 3 points from individual's grade
- 2 points from group's grade

The total individual deduction will be 5 points.

Your attendance is important to your team and to developing a top quality and effective marketing plan. Absences will negatively impact your grade. Leaving your other team members for non-427 related activities after attendance has been taken and before your team is done working is considered an absence. Students will be permitted **four** absences during the semester. If you cannot attend class, you must also notify me and your team. All other absences will negatively impact your grade. **You are expected to attend the final presentations for all groups; absences from these presentations are not excused and will negatively impact your grade.**

### Independent Group Meetings

Developing and implementing a strong marketing plan will also require much of your time and effort outside of class. You will be asked to set up additional designated meeting times.

### Assignments

Project assignments with deadlines will be given and must be turned in on the due date. Failure to complete assignments in a timely manner will hamper your group's ability to complete and implement a successful marketing plan. Lack of follow through and failure to complete assignments will negatively impact the group's grade. Assignments are due at the start of the class period on the date due. Late assignments will not be accepted. Please make sure your assignments are **typed and organized**.

### **Marketing Project**

Students will work in groups on a marketing project. Each group will prepare a three reports and a final written report and give an two oral presentations about its project. During the semester each group will turn in and present on the section of the marketing plan. See *Marketing Plan Project* handout for more information.

### **Teamwork**

You will be working as a team. It is up to you to make your team an effective and successful working unit. A team is a group, but a group is not always a team. To be successful, your team will require initiative, motivation, coordination, leadership, and specialization.

The work load should be fairly distributed among the team members. Each member of the team should consider being a specialist in at least one area of the marketing plan. You may or may not elect a chairperson/leader of your team. However, all team members must take responsibility for and contribute relatively equally to the project.

This is a team project, and communication is essential in teamwork. Each member of the team 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 presentations. Communicate often with your colleagues.

**Any student who fails to make a contribution to the project or who is out of contact with the team may receive a below average grade.** You cannot be a passive learner in this class. You must be an active participant and contributor.

### **Grading**

Your final course grade will be derived from the total points based on the following activities: homework, reports, final marketing project plan and presentation, and professionalism. Your final course grade will be derived based on the following point system:

<i>Activity</i>	<i>Points</i>
Marketing Plan Reports ( 3 drafts)	
Report #1 (50 points)	
Report #2 (25 points)	
Report #3 (50 points)	
Marketing Plan Reports Total	125
Oral Presentation (1 per group)	25
Final Written Project	100
Final Oral Presentation of Project	100
Professionalism	25
Total	375

Each group member will also be evaluated on their participation and contribution to the project by the other members of the group. 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 produce a high quality marketing plan and will warrant an A grade for all. Therefore, each member needs to contribute an equal

amount to the project. **A poor evaluation by the majority of your group for your participation and contribution will dramatically affect your professionalism grade.** In addition to the individual evaluations, your group presentation will be evaluated by the class. It is important to come to class for all group presentations. Your professionalism grade for each day will be affected by your attendance and evaluation of each group presentation.

On any assignment 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.**

Reports 1-3 can be corrected and turned in to be regraded to receive full points. The corrected reports must be turned in on or before the next report.

Grades will be assigned as follows:

<u>Letter Grade</u>	<u>Number</u>	<u>Letter Grade</u>	<u>Number</u>
A+	97	C+	77
A	93	C	73
A-	90	C-	70
B+	87	D+	67
B	83	D	63
B-	80	D-	60
		F	59 or below

### **Cell Phones**

Cell phones should be silent during class and not used. Abuse of this policy will negatively impact your professionalism score.

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

### **Accessibility and Accommodations:**

Purdue University strives to make learning experiences as accessible as possible. If you anticipate or experience physical or academic barriers based on disability, you are welcome to let me know so that we can discuss options. You are also encouraged to contact the Disability Resource Center at: [drc@purdue.edu](mailto:drc@purdue.edu) or by phone: 765-494-1247.

**Campus Emergency:**

In the 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 beyond the instructor’s control. Go to the course website <https://mycourses.purdue.edu/> or contact me by email at [mimarsha@purdue.edu](mailto:mimarsha@purdue.edu) or call my office at 494-4268 to get information about changes in this course.

**MORE INFORMATION**

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

**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/epps/emergency\\_preparedness/warning-system.html](http://www.purdue.edu/epps/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/)