

**AGRICULTURAL ECONOMICS 429**  
**AGRIBUSINESS MARKETING STRATEGIES**

**Spring, 2017**<sup>[L]</sup><sub>[SEP]</sub>

**Lectures 3:30 – 5:20 PM**

**Tuesdays and Thursdays at Krannert G005**

**Prof. Luciano Thome e Castro**

**Office Hours:** Scheduling by email; 720 Krannert Bldg; E-Mail:  
castrol@purdue.edu

**COURSE OBJECTIVES**

In this course, you will learn how to analyze marketing data and metrics to help make decisions about market segmentation and target market selection; new product and service development; product positioning; and allocation of marketing mix expenditures to accomplish objectives. Specifically, we will use Excel Add-Ins to learn how to use and interpret:

- Segmentation and Cluster analysis
- Positioning with multidimensional scaling (MDS)
- Conjoint analysis
- Customer lifetime value models
- Internet marketing metrics
- Sales promotion evaluation
- Sales force and marketing channel metrics

**REQUIRED COURSE MATERIAL**

Two references will be mostly covered in this course:

1. Farris, P. W.; Bendle N. T.; Phillip E. Pfeifer; Reibstein D. J. *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance* 2<sup>nd</sup>, Wharton School Publishing. 432p. 2010.

2. Gary L. Lilien, Arvind Rangaswamy, and Arnaud De Bruyn (2007), *Principles of Marketing Engineering*, Decision Pro, Inc.

The following website will be used: <http://www.decisionpro.biz>

An Excel add-in associated with the book will be available upon the purchase of student's licenses. You can download a copy for use on your own computer. It is a large file, so download using a fast connection. You should use a specific code in order to purchase the software license at student price: **MKTG1818**. Further instructions to purchase and install the software are available in a separate file.

There is a “Getting Started Tutorial” file in the ME>XL Tutorials folder in the Excel. Technical Notes Analysis Material will also be uploaded at the courses’ Blackboard.

All cases used will be included in the software and their data are located in a folder called “My Marketing Engineering.” Under the default installation it will go into your “My Documents” or your “Documents” folder depending upon your operating system options. For example, in my computer, the Forte Hotel case’s data is located at:

D:\Documents\My Marketing Engineering\Cases and Exercises\ Forte Hotel Design (Conjoint)\Forte Hotel (Conjoint).xls

The cases’ texts will be available through Blackboard. There will be only two cases not available in the Blackboard (Rosewood Hotels, and Mednet), and they can be purchased at student prices from Harvard Course pack at the following link: <http://cb.hbsp.harvard.edu/cbmp/access/72670101>

## GRADING

The grades will be weighted as follows:

Case Presentation	30 %
Cases resolution reports	20%
Class Participation & in-class activities	20 %
Final Exam	30 %

Final marks will follow the criteria bellow:

<b>A = 9 - 10</b>
<b>B = 7.5 – 8.9</b>
<b>C = 6.5 – 7.4</b>
<b>D = 5.5 – 6.4</b>
<b>F = &lt;= 5.5</b>

For the **Case presentation grade**, a team of about 3 students will pick and lead one case discussion and resolution. The idea is presenting the case and the proposed solutions, and also fostering the discussion with the whole group of students. Your team should raise important case’s topics and implications, instigating other students to participate in the discussion.

The **Cases resolution reports grade** refers to all cases’ report prepared by your team. Every case has discussion questions at the end. Each team will prepare them before the case discussion takes place. There will be an assignment link in the Blackboard where the report can be uploaded. The deadline will be always set right before the start of the case discussion class. For instance, the deadline for your team to submit the FLIP case report will be on Jan 16<sup>th</sup> at 3 PM. See schedule bellow.

**Class Participation & in-class activities** consider attendance, active participation in case discussions and resolution of additional in-class activities. Finally, there will be a **final exam** covering all topics discussed in the course.

### Classes Schedule

<b>Date</b>	<b>#</b>	<b>Topic</b>	<b>References</b>
Jan 9 <sup>th</sup>	1	Introduction Marketing decision making Using models to improve decision making	Syllabus
Jan 11 <sup>th</sup>	2	Segmentation and Classification Concepts How to use MDS for Segmentation and Classification Analysis with ME-XL Case Introduction and Initial Resolution FLIP Case	Chapter, Technical Notes and Software Instructions for Segmentation and Classification at Blackboard and <a href="http://www.decisionpro.biz">http://www.decisionpro.biz</a>
Jan 16 <sup>th</sup>	3	<b>Group 1: Case Discussion FLIP</b>	<b>FLIP case</b>
Jan 18 <sup>th</sup>	4	Positioning Concepts How to use MDS for Positioning Analysis with ME-XL Case Introduction and Initial Resolution Bunny Hop Data	Chapter, Technical Notes and Software Instructions for Positioning at Blackboard and <a href="http://www.decisionpro.biz">http://www.decisionpro.biz</a>
Jan 23 <sup>rd</sup>	5	<b>Group 2: Bunny Hop Case Discussion</b>	<b>Bunny Hop Case</b>
Jan 25 <sup>th</sup>	6	Product Development Concepts Conjoint Analysis Concepts How to use MDS for Conjoint Analysis with ME-XL Case Introduction and Initial Resolution: Forte Hotel Design	Chapter, Technical Notes and Software Instructions for Conjoint Analysis at Blackboard and <a href="http://www.decisionpro.biz">http://www.decisionpro.biz</a>
Jan 30 <sup>th</sup>	7	<b>Group 3: Forte Hotel Case Discussion</b>	<b>Forte Hotel Case</b>
Feb 1 <sup>st</sup>	8	Customer Lifetime Value Concepts Case Introduction and Initial Resolution: Rosewood Hotel	<b>Farris et al. Chapter 5</b>
Feb 6 <sup>th</sup>	9	<b>Group 4: Case Discussion Rosewood Hotel</b>	<b>Rosewood Hotel Case (Harvard Package available at link above)</b>
Feb 8 <sup>th</sup>	10	Internet Marketing Metrics Concepts Case Introduction and Initial Resolution: MedNet	<b>Farris et al. Chapter 9</b>
Feb 13 <sup>th</sup>	11	<b>Med Net Case Discussion</b>	<b>MedNet Case (Harvard Package available at link above)</b>
Feb 15 <sup>th</sup>	12	Sales Promotion Evaluation Concepts In Class Exercise	<b>Farris et al. Chapter 8</b>
Feb 20 <sup>th</sup>	13	<b>Marketing Channel and Sales Metrics</b>	<b>Farris et al. Chapter 6</b>
Feb 22 <sup>th</sup>	14	<b>The multichannel at Natura (Brazil)</b>	<b>Natura Case (Harvard Package available at link above)</b>
Feb 27 <sup>th</sup>	15	Course Wrap up	All material
March 1 <sup>st</sup>	16	<b>Final Exam</b>	<b>All material</b>

**Attendance:** You will find it hard to do well if you do not attend class. The lectures introduce the concepts, work on case resolutions, organize what you are learning, and help you understand the software and the analysis. The lectures also explain what is important to learn and are intended to be interesting and useful. You are expected to attend all classes and attendance's list will be used.

**Academic integrity:** Purdue prohibits "dishonesty in connection with any University activity. Cheating, plagiarism, or knowingly furnishing false information to the University are examples of dishonesty." [Part 5, Section III-B-2-a, University Regulations] Furthermore, the University Senate has stipulated that "the commitment of acts of cheating, lying, and deceit in any of their diverse forms is dishonest and must not be tolerated. Moreover, knowingly to aid and abet, directly or indirectly, other parties in committing dishonest acts is in itself dishonest." [University Senate Document 72-18]

Academic integrity is one of the highest values that Purdue University holds. Individuals are encouraged to alert university officials to potential breeches of this value by either emailing [integrity@purdue.edu](mailto:integrity@purdue.edu) or by calling 765-494-8778. While information may be submitted anonymously, the more information that is submitted provides the greatest opportunity for the university to investigate the concern.

We want you to use the full set of resources available to you including the internet. That said, cutting and pasting from the internet is never acceptable in this course. The goal is to assess your expertise in the material, not your ability to Google an answer.

**Use of Copyrighted Materials:** Among the materials that may be protected by copyright law are the lectures, notes, and other material presented in class or as part of the course. Always assume the materials presented by an instructor are protected by copyright unless the instructor has stated otherwise. Students enrolled in, and authorized visitors to, Purdue University courses are permitted to take notes, which they may use for individual/group study or for other non-commercial purposes reasonably arising from enrollment in the course or the University generally.

Notes taken in class are, however, generally considered to be "derivative works" of the instructor's presentations and materials, and they are thus subject to the instructor's copyright in such presentations and materials. No individual is permitted to sell or otherwise barter notes, either to other students or to any commercial concern, for a course without the express written permission of the course instructor. To obtain permission to sell or barter notes, the individual wishing to sell or barter the notes must be registered in the course or must be an approved visitor to the class. Course instructors may choose to grant or not grant such permission at their own discretion, and may require a review of the notes prior to their being sold or bartered. If they do grant such permission, they may revoke it at any time, if they so choose.

**Grief Absence Policy for Students:** Purdue University recognizes that a time of bereavement is very difficult for a student. The University therefore provides the following rights to students facing the loss of a family member through the Grief Absence Policy for Students (GAPS). GAPS Policy: Students will be excused for funeral leave and given the opportunity to earn equivalent credit and to demonstrate evidence of meeting the learning outcomes for missed assignments or assessments in the event of the death of a member of the student's family.

**Violent Behavior Policy:** Purdue University is committed to providing a safe and secure campus environment for members of the university community. Purdue strives to create an educational environment for students and a work environment for employees that promote educational and career goals. Violent Behavior impedes such goals. Therefore, Violent Behavior is prohibited in or on any University Facility or while participating in any university activity.

**Students with Disabilities:** Purdue University is required to respond to the needs of the students with disabilities as outlined in both the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 through the provision of auxiliary aids and services that allow a student with a disability to fully access and participate in the programs, services, and activities at Purdue University.

If you have a disability that requires special academic accommodation, please make an appointment to speak with me within the first three (3) weeks of the semester in order to discuss any adjustments. It is important that we talk about this at the beginning of the semester. It is the student's responsibility to notify the Disability Resource Center (<http://www.purdue.edu/drc>) of an impairment/condition that may require accommodations and/or classroom modifications.

**Nondiscrimination:** Purdue University is committed to maintaining a community which recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the University seeks to develop and nurture diversity. The University believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life.

Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran. The University will conduct its programs, services and activities consistent with applicable federal, state and local laws, regulations and orders and in conformance with the procedures and limitations as set forth in Executive Memorandum No. D-1, which provides specific contractual rights and remedies. Any student who believes they have been discriminated against may visit [www.purdue.edu/report-hate](http://www.purdue.edu/report-hate) to submit a complaint to the Office of Institutional Equity. Information may be reported anonymously.

**Emergency preparedness<sup>[SEP]</sup>:** 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. 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 Response Procedures:<sup>[SEP]</sup>Review the Emergency Procedures Guidelines [https://www.purdue.edu/emergency\\_preparedness/flipchart/index.html](https://www.purdue.edu/emergency_preparedness/flipchart/index.html)<sup>[SEP]</sup>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<sup>[SEP]</sup>• shelter in place procedures and locations<sup>[SEP]</sup>• 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)

**More Information:** Reference the Emergency Preparedness web site for additional information:

[http://www.purdue.edu/emergency\\_preparedness](http://www.purdue.edu/emergency_preparedness)