

**AGEC 327: Principles of Food and Agribusiness Marketing
Spring 2019 (3 credits)**

Instructor: Bhagyashree Katare (bkatare@purdue.edu)

Class location: Online

Office Hours

Dr. Katare will hold office hours Tuesdays and Thursdays from 11:00 am to 12:00 pm, through WebEx and in person in KRAN 640. If these timings are not convenient for you, please email at Marsha Pritchard (mpritch@purdue.edu) to set up an appointment with Dr. Katare.

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*, 16th 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 be online and consist of class materials, quizzes, lecture, discussion sessions, homework assignments, and exams.

Course Activities and Assessments

What to expect from this class: Class material will be mainly dedicated to learning concepts and case studies. The course is based on following **six** main 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 class material, videos, and learning through examples. Reading the assigned course text provides the foundation for this course. It is expected that each class member completed the assigned readings in timely manner to keep up with the quizzes and assignments, and contribute regularly and thoughtfully to the discussion forums and group assignments.

2. **Online Quizzes (200 points):** Quizzes need to be completed **before class** for each chapter. The quizzes are located within the content page for each chapter in Blackboard Learn. Quizzes must be completed by noon 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.*
3. **Discussion (100 points):** 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. Each chapter will have a dedicated discussion forum, where students can discuss the material and other problems they are facing in each chapter. The instructor will monitor these forums.
After completing the assigned readings and/or any self-chosen supplementary readings related to each module's topic, you are asked to post at least two "Question After Reading" (QAR) and/or to respond thoughtfully to at least two classmate's posting on the class discussion board. The format for QARs can be simply one or a few sentences to provide a context for your question (for example, information about the source of the question, or a quotation from an article), followed by the question. The purpose of the QARs and whole-class discussion board is to promote critical thinking about the class readings or other relevant readings, and to encourage the open and constructive discussion of such questions, as would occur in a face-to-face session. A key philosophy of this course is that we can all contribute to one another's learning, so you are encouraged to actively solicit the opinions of your classmates, as well as the instructor.
4. **Homework (200 points):** Homework will be assigned for each chapter. Homework must be typed, organized, and submitted by noon of the due date. Late assignments will be accepted **up to one day late**, however, the score will be penalized 20%. No homework will be accepted more than one day 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.
5. **Exams (400 points):** Four exams are planned. 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.**
6. **Group Projects (100 points):** You will be assigned a group project during the 4th week of class. You will be assigned in a team to work together toward the completion of this project. The team as a whole will be responsible for submitted a written report and a classroom presentation at the end of the semester.

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. Typically, if you email I will respond within 36 hours.

Grading

- Your final course grade will be derived from the total points based on the following activities: quizzes, homework, four exams, class participation/discussion, and group project.
- All work will be evaluated based on accuracy (spellings, grammar, and calculations included), thoroughness, and coherence. Please review and edit your work before submitting it.
- I encourage you to focus your efforts on the required assessments, so no extra credit assignments will be available.

On any assignment or exam, if you feel that you deserve more credit than you received, please contact me. You have one week from the time grades are posted on Blackboard 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 1000.

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+	970/97	C+	770/77	F	600 or below
A	930/93	C	730/73		
A-	900/90	C-	700/70		
B+	870/87	D+	670/67		
B	830/83	D	630/63		
B-	800/80	D-	600/60		

Communication

Please note that my primary 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.

Professionalism

Professionalism in all course-related activities is expected. Key elements of professionalism include budgeting sufficient time to complete assigned readings and produce high-quality assignments in advance of the due date, contributing to class discussion in a timely manner, actively and thoughtfully engaging the course material, treating all class members respectfully and working cooperatively, and taking responsibility for the quality and integrity of one's own work products.

PURDUE UNIVERSITY AND COLLEGE OF EDUCATION POLICIES

Academic Integrity: Purdue University expects the highest standards of academic integrity from students. The Office of the Dean of Students outlines standards for integrity in University courses: "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 (such as the use of substitutes for taking examinations, the use of illegal cribs, plagiarism, and copying during examinations) 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, December 15, 1972]."

Plagiarism includes, but is not limited to, copying text from a written source without acknowledging its origin, and submitting written work essentially identical to that of another student. ***Students will receive no credit for work that violates the principles of academic integrity, and violations will be reported to the head of the student's graduate program.*** The instructor reserves the right to utilize plagiarism detection tools on assignments submitted electronically.

Counseling Services: Purdue University is committed to advancing the mental health and well-being of its students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of support,

services are available. For assistance, feel welcome to contact Counseling and Psychological Services (CAPS) at (765) 494-6995 or <http://www.purdue.edu/caps/> at any time, even on weekends or holidays. Counselors are also available in the Purdue University Student Health Center (PUSH) during business hours.

Disability Accommodation: If you are eligible for academic accommodations because you have a documented disability that may impact your work in this course, please schedule an appointment with me to discuss your needs. To notify the Disability Resource Center of an impairment or condition that may require accommodations and/or classroom modifications, please visit <https://www.purdue.edu/studentsuccess/specialized/drc/>

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. I will notify all class members of any changes to the course due to an emergency situation via campus email.

Harassment: Harassment in the educational environment is unacceptable conduct and will not be tolerated. Harassment is conduct towards another person or identifiable group of persons that has the purpose or effect of: creating an intimidating or hostile educational environment, work environment, or environment for participation in a University activity...The University is strongly committed to providing a safe and harassment-free environment for members of those groups that historically have been, and still are likely to be, at greatest risk of harassment for reasons of prejudice.

Grief Absence: Students facing the loss of a family member will be given the opportunity to earn equivalent credit for any missed assessments. For other emergency situations that prevent timely submission of work or engagement with peers in the course, the student should contact the instructor as soon as possible by email.

Non-Discrimination: 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...Purdue University views, evaluates, and treats all persons in any University related activity or circumstance in which they may be involved, solely as individuals on the basis of their own personal abilities, qualifications, and other relevant characteristics. Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a disabled or Vietnam era veteran.

Use of Copyrighted Materials: Among the materials that may be protected by copyright law are the lectures, notes, and other material presented as part of the course. Always assume the materials presented by an instructor are protected by copyright unless the instructor has stated otherwise.

Violent Behavior: Purdue University is committed to providing a safe and secure campus environment for members of the university community. Violent behavior is prohibited in or on any university facility or while participating in any university activity.

AGEC 327 Principles of Food and Agribusiness Marketing
SPRING 2019 TENTATIVE COURSE OUTLINE & SCHEDULE

Schedule is subject to change

Day	Date	Topic	Reading	Homework - due at 11:59 am	Quiz – due at 11:59 am
T	01/08	Course Overview			
U	01/10	Marketing: Creating & Capturing Customer Value	Chapter 1		Quiz 1
T	01/15	Company & Marketing Strategy	Chapter 2	HW 1	Quiz 2
U	01/17	Analyzing the Marketing Environment	Chapter 3	HW 2	Quiz 3
T	01/22	Managing Marketing Information to Gain Customer Insights	Chapter 4	HW 3	Quiz 4
U	01/24	Consumer Markets & Consumer Buyer Behavior	Chapter 5	HW 4	Quiz 5
T	01/29	<i>Day for working on group project</i>		HW 5	
U	01/31	Exam #1 Chapters 1-5			
T	02/05	Business Markets & Business Buyer Behavior	Chapter 6		Quiz 6
U	02/07	Customer-Driven Marketing Strategy	Chapter 7	HW 6	Quiz 7
T	02/12	Products, Services, & Brands	Chapter 8	HW 7	Quiz 8
U	02/14	New Product Development & Product Life-Cycle	Chapter 9	HW 8	Quiz 9
T	02/19	Pricing: Understanding & Capturing Customer Value	Chapter 10	HW 9	Quiz 10
U	02/21	<i>Day for working on group project</i>		HW 10	
T	02/26	Exam #2 Chapter 1-10			
U	02/28	Pricing Strategies	Chapter 11		Quiz 11
T	03/05	Marketing Channels	Chapter 12	HW 11	Quiz 12
U	03/07	Retailing & Wholesaling	Chapter 13	HW 12	Quiz 13
T	03/12	<i>Spring Break</i>			
U	03/15	<i>Spring Break</i>			
T	03/19	Communicating Customer Value	Chapter 14	HW 13	Quiz 14
U	03/21	Advertising & Public Relations	Chapter 15	HW 14	Quiz 15
T	03/26	<i>Day for working on group project</i>		HW 15	
U	03/28	Exam #3 Chapter 1-15			
T	04/02	Personal Selling and Sales Promotion	Chapter 16		Quiz 16
U	04/04	Direct & Online Marketing	Chapter 17	HW 16	Quiz 17
T	04/09	Creating Competitive Advantage	Chapter 18	HW 17	Quiz 18
U	04/11	The Global Marketplace	Chapter 19	HW 18	Quiz 19
T	04/16	Sustainable Marketing	Chapter 20	HW 19	Quiz 20
U	04/18	<i>Day for working on group project</i>		HW 20	
T	04/23	Exam #4 Chapter 1-20			
U	04/25	<i>Day for working on group project</i>			
T	04/30	Last day for submitting the group project presentation and report			Project reports

AGEC 327 Spring 2019: Tentative Schedule and submission deadlines for quizzes, exams, and homework assignment.

Date	Topic	Reading	Homework - Online at 11:59 am	Homework - due at 11:59 am	Quiz online at 11:59 am	Quiz – due at 11:59 am
8-Jan	Course Overview				Quiz 1	
10-Jan	Marketing: Creating & Capturing Customer Value	Chapter 1	HW1		Quiz 2	Quiz 1
15-Jan	Company & Marketing Strategy	Chapter 2	HW 2	HW 1	Quiz 3	Quiz 2
17-Jan	Analyzing the Marketing Environment	Chapter 3	HW 3	HW 2	Quiz 4	Quiz 3
22-Jan	Managing Marketing Information to Gain Customer Insights	Chapter 4	HW 4	HW 3	Quiz 5	Quiz 4
24-Jan	Consumer Markets & Consumer Buyer Behavior	Chapter 5	HW 5	HW 4		Quiz 5
29-Jan	<i>Day for working on group project</i>			HW 5		
31-Jan	Exam #1 Chapters 1-5				Quiz 6	
5-Feb	Business Markets & Business Buyer Behavior	Chapter 6	HW 6		Quiz 7	Quiz 6
7-Feb	Customer-Driven Marketing Strategy	Chapter 7	HW 7	HW 6	Quiz 8	Quiz 7
12-Feb	Products, Services, & Brands	Chapter 8	HW 8	HW 7	Quiz 9	Quiz 8
14-Feb	New Product Development & Product Life-Cycle	Chapter 9	HW 9	HW 8	Quiz 10	Quiz 9
19-Feb	Pricing: Understanding & Capturing Customer Value	Chapter 10	HW 10	HW 9		Quiz 10
21-Feb	<i>Day for working on group project</i>			HW 10		
26-Feb	Exam #2 Chapter 1-10				Quiz 11	
28-Feb	Pricing Strategies	Chapter 11	HW 11		Quiz 12	Quiz 11
5-Mar	Marketing Channels	Chapter 12	HW 12	HW 11	Quiz 13	Quiz 12
7-Mar	Retailing & Wholesaling	Chapter 13	HW 13	HW 12	Quiz 14	Quiz 13
12-Mar	<i>Spring Break</i>					
15-Mar	<i>Spring Break</i>					
19-Mar	Communicating Customer Value	Chapter 14	HW 14	HW 13	Quiz 15	Quiz 14
21-Mar	Advertising & Public Relations	Chapter 15	HW 15	HW 14		Quiz 15

26-Mar	<i>Day for working on group project</i>			HW 15		
28-Mar	Exam #3 Chapter 1-15				Quiz 16	
2-Apr	Personal Selling and Sales Promotion	Chapter 16	HW 16		Quiz 17	Quiz 16
4-Apr	Direct & Online Marketing	Chapter 17	HW 17	HW 16	Quiz 18	Quiz 17
9-Apr	Creating Competitive Advantage	Chapter 18	HW 18	HW 17	Quiz 19	Quiz 18
11-Apr	The Global Marketplace	Chapter 19	HW 19	HW 18	Quiz 20	Quiz 19
16-Apr	Sustainable Marketing	Chapter 20	HW 20	HW 19		Quiz 20
18-Apr	<i>Day for working on group project</i>			HW 20		
23-Apr	Exam #4 Chapter 1-20					
25-Apr	<i>Day for working on group project</i>					
30-Apr	Last day for submitting the group project presentation and report					Project reports