

AGEC 429: Agribusiness Marketing Workshop

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Office Hours: 2:30-4:30pm Wed & Friday

Course Information

Spring, 2019

Tuesday: 3:30-5:20

T: Stanley Coulter lab 183

Lecture and Rooms

This course meets on Tuesdays in Stanley Coulter 183. Please note that we will not normally meet in Lily G428 for lecture, even though this is listed in the Purdue course schedule. We may occasionally meet in Lily G428 for quizzes or exams if necessary but I will announce this beforehand. This is a computer based course so you will need a computer even during lectures to follow along. Stanley Coulter 183 is a computer lab so this should not be a problem, but you are welcome to bring your own laptop. The regular once-a-week lecture is about right given that this is only a 2 credit course.

Course webpage and App

Use Blackboard Learn at <http://www.itap.purdue.edu/learning/tools/blackboard>

Note: There is now a Blackboard learn app which you can get for iPhones and Android. The app is called "Bb Student" by Blackboard, Inc. Go to the app store on your phone to download it.

Course Description

This is a two credit course that focuses on the analysis of marketing data and metrics to help make business decisions. It is largely a hands-on course that requires extensive use of the computer. Most of our work will be Excel based as this software is widely used in business.

Prerequisites

You are expected to have a basic understanding of microeconomics, statistics, and Excel.

Learning Objectives

1. Learn how to use Excel to summarize and present business data.
2. Learn how to integrate data with microeconomic and statistical concepts to rigorously tackle business questions.
3. Learn modern big-data marketing analytics tools to examine pricing, market segmentation, customer valuation, retailing, advertising, market research, and internet and social marketing.

Course Requirements

The assignments for this course are:

1. Weekly homework assignments.
2. In class quizzes that will occur roughly every other week.

Grading

1. Homeworks are worth 30% of your grade.
2. The quizzes are worth 70% of your grade.

While I do not have a fixed formula for assigning grades, here is a general guideline:

An **A** will require 95 percent of the total points in the class.

An **A-** will require at least 90 percent of the total points.

A **B+** will require at least 87 percent of the total points.

A **B** will require at least 84 percent of the total points.

A **B-** will require at least 80 percent of the total points.

All **C** and **D** grades will require total points on a comparable scale to B grades.

However, I reserve the right to deviate from the above guideline. You should be comforted in knowing that I will not deviate in a way that will make it more difficult for you to get a good grade. If I depart from the guideline, it's usually to lower the thresholds for each grade. For example, if no students in the class attain 90% of the total points, then I might grade on a curve and give at least an **A-** to any student who is in the top 10% of the class.

Important tip: Grading computer assignments can be more difficult than grading written assignments because there is no consistent formatting and there will be many tables and charts floating around. So you will need make sure that you format your assignment in a way that is clear to the grader with respect to the steps that you took. You should include short comments describing what you did in particular cells and sections. Remember, clarity minimizes grading errors.

Required Texts

The required textbook is **Marketing Analytics: Data-Driven Techniques with Microsoft Excel**, by Wayne L. Whinston, 2014, Wiley and Sons, Inc. ISBN: 978-1-118-37343-9. You will need this book because all of the homework problems and some quizzes will be based on the exercises in this book.

Policies

- **Make-up quizzes:** If you miss a quiz and do not have a written excuse for an unavoidable emergency or a university sponsored academic activity, then there will be no makeup quiz for you. You will receive a zero on the quiz. Even if you have a valid excuse, the make-up-quiz will not be the same version as the one given to the rest of the class.
- **Missed homework assignments:** There will generally be no make-up for missed homework assignments. This is because you have a week to do them on your own time and location so emergencies generally only have minimum impact on your ability to complete the assignment. In rare cases when a student has an extreme life event, I will make arrangements to accommodate the event.
- **Frequently check the course webpage or app for Blackboard Learn.** Class announcements, updates, and/or assignments will be posted on Blackboard Learn. You are responsible for keeping up with the information I post on Blackboard Learn.
- **Attendance and taking good notes will be crucial for doing well in this course.** I will not explicitly track attendance, but keep in mind that this is a small class so that continual absences will generally be noticed. Why might attendance matter? First, because I will often give hints in class about how to do certain assignments or about a quiz. Second, if at the end of the semester, your points total puts you on the boundary between two grades (e.g. say between a C+ and B-), I will give you the benefit of the doubt if you were not continually absent during the semester.

Academic Dishonesty

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] **To prevent copying or plagiarism, your homework assignments and quizzes, which will often be Excel spreadsheets, will need to look distinctly different from your classmates' or from a solution from the book. If two files look identical so that it is obvious that at least one person simply copied the file, then the identical files will receive no credit. This includes files that look like files that came with the book.**

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.

Special Needs

If you have a disability that requires academic adjustments, please make an appointment to meet with me during the first week of classes to discuss your needs. 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.

Emergencies

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 sywu@purdue.edu, call me at my office (494-4299). 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. 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