

AGEC 4303 – Advanced Agricultural Marketing Management

Meeting Times: MWF 11:50 am – 12:40 pm

Meeting Location: Plant Science 9

Instructor: Dr. Nathan P. Kemper
AGRI 217A
479-575-2697
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Office Hours: The best way to reach me directly is e-mail. I try to answer e-mails within 24 - 48 hours. I have an open door policy so you can stop by if you have questions but appointments are always appreciated. You can use UASuccess to send me an appointment request. My office hours are:

Monday and Wednesday 1 – 3:00 pm (or by appointment)

Teaching Assistant: Contact information and office hours for our teaching assistant will be posted on Blackboard.

Prerequisites: AGECE 2303 and AGECE 3303.

Course Summary: Marketing concepts will be developed and applied to the global food and fiber system. The course will use both commodity and product marketing principles and economic theory to analyze varied marketing situations. Case studies will be used to demonstrate the role that demand analysis and consumer behavior play in market management.

Required Text: *Essentials of Marketing Research, 6th Edition*, by Barry Babin and William Zikmund.

Required Technology: Materials for this course can be found on Blackboard. You can reach Blackboard at <http://learn.uark.edu>. Your book will include a license for the survey software Qualtrics and data analysis software JMP. Both will be used as part of the semester research project in this class.

Course Objectives: Modern agribusiness firms embrace the marketing concept focus on providing value to customers leading these firms to develop a marketing orientation. Marketing research is a primary tool enabling implementation of a marketing orientation. This course involves the application of research techniques for assessing markets by giving students hands on experience by conducting a real research project.

Upon successful completion of this course, students should:

1. Be fluent in the basic terminology used in marketing research
2. Identify the pros and cons of various research methods
3. Know how to write good survey questions
4. Perform basic data analysis and interpret research results
5. Effectively communicate research results

Grading: According to the UA instructions for reporting final grades, they generally will reflect the following:

A – Outstanding achievement (90%+)
B – Good achievement (80%+)
C – Average achievement (70%+)
D – Poor, but passing work (60%+)
F – Failure, given for unsatisfactory work (any grade below 60%)

Grade breakdown:	Exams (2 x 100 points)	200	points
	Research Project	250	points
	Participation	50	points
	Total	500	points

Exams: Please bring a #2 pencil and a blue scantron form No. 4521 to all exams. There will be one (1) semester exam and one (1) final exam. **Make up exams will not be permitted without prior written arrangement due to an excused absence.**

Final Exam Schedule: Our final exam will be **Wednesday May 10, 2017 at 12:45 pm - 2:45 pm** according to the University Final Exam schedule.

Research Project: Students will form teams of three to four students. Each team will identify a marketing research topic and design and implement a research project. Each team will develop a survey using Qualtrics, collect data, perform basic data analysis, and communicate the project results with a presentation in class and a written report. Many separate deliverables are associated with this project.

Participation: Participation in the Research Project is required of all team members. All students will have the opportunity to evaluate their fellow team members in order to help determine how many points each team member earns as part of their participation grade.

Class Attendance: Attendance is mandatory and will be recorded daily. There may be times when illness, family crises, or university sponsored activities force a student to be absent from class. In these situations, the student is responsible for making timely arrangements with the instructor in writing and prior to the absence, when possible. A portion of your group participation grade will be determined by your attendance record.

Devices Policy: Please silence devices during class.

Disabilities: If you need to request reasonable accommodations for this class due to a disability, you must first register with the Center for Educational Access (CEA) and see me during my office hours to discuss options.

Academic Dishonesty: "Each University of Arkansas student is required to be familiar with and abide by the University's 'Academic Integrity Policy' which may be found at <http://provost.uark.edu/> Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor."

Project In-Class Work: I have built several days into our schedule to allow for a substantial amount of in-class work toward your projects. These days are critical for ALL team members to attend. We will work on your project proposals, questionnaires, data analyses, presentations and reports during these sessions. This is how I will give feedback on your project deliverables before I grade them. You are expected to have drafts of deliverables and data to analyze when you attend these sessions. IF you come prepared to work, these days will greatly benefit your project deliverables.

Inclement Weather: If the University is open, we will have class. As the instructor, I reserve the right to cancel class due to inclement weather. Students will be notified by email and Blackboard if this is the case. Please use your best judgment before getting on the road. See UA Inclement Weather Policy at <http://emergency.uark.edu/inclement-weather/index.php>.

Emergency Procedures: Many types of emergencies can occur on campus; instructions for specific emergencies such as severe weather, active shooter, or fire can be found at <http://emergency.uark.edu>

Severe Weather (Tornado Warning):

- Follow the directions of the instructor or emergency personnel
- Seek shelter in the basement or interior room or hallway on the lowest floor, putting as many walls as possible between you and the outside
- If you are in a multi-story building, and you cannot get to the lowest floor, pick a hallway in the center of the building
- Stay in the center of the room, away from exterior walls, windows, and doors

Violence / Active Shooter (CADD):

- CALL- 9-1-1
- AVOID- If possible, self-evacuate to a safe area outside the building. Follow directions of police officers.
- DENY- Barricade the door with desk, chairs, bookcases or any items. Move to a place inside the room where you are not visible. Turn off the lights and remain quiet. Remain there until told by police it's safe.
- DEFEND- Use chairs, desks, cell phones or whatever is immediately available to distract and/or defend yourself and others from attack.

Course Schedule: The schedule for class is attached on the following pages and available on Blackboard. The schedule is subject to change during the semester.

AGEC 4303 - Course Schedule

Week		Topic/Chapter	Activity	Due	Pts
1/16	1	00. Course Introduction			
		Chapter 1 - The Role of Marketing Research			
1/23	2	Chapter 3 - The Marketing Research Process			
		<i>Register for a UA Qualtrics Account</i>	<i>UA Qualtrics Account</i>	<i>1/23</i>	
		<i>Research Project Team Members Due</i>	<i>Team Members</i>	<i>1/27</i>	<i>25</i>
1/30	3	Overview of Non-Survey Based Research Designs			
		Chapters 5 - Qualitative Research*** <i>Pages 108-115</i>			
		Chapters 6 - Secondary Data*** <i>Pages 142-153</i>			
		Chapter 9 - Marketing Experiments*** <i>Pages 233-244</i>			
2/6	4	<i>NO CLASS Monday February 6 (SAEA in Mobile, AL)</i>			
		Project Lecture 1: Research Project Description	Project Description	2/8	
		Project Lecture 2: Creating Your Research Plan	Research Planning	2/10	
		<i>Research Project Topic Due</i>	<i>Project Topic</i>	<i>2/10</i>	<i>25</i>
2/13	5	Chapter 7 - Survey Research			
		Project In-Class Work 1: Proposal Writing	Writing Proposals HOEC 0028	2/17	
2/20	6	Chapter 10 - Measurement and Attitude Scaling			
		<i>Full Research Proposal Due</i>	<i>Research Proposal</i>	<i>2/24</i>	<i>25</i>
2/27	7	Exam 1 Review Monday	Exam Review	2/27	
		Exam 1 -- Wednesday March 1	Exam 1	3/1	100
3/6	8	Chapter 11 - Questionnaire Design			
		Project In-Class Work 2: Writing Survey Questions	Surveys	3/8	
		Project In-Class Work 3: Surveys in Qualtrics	Surveys in Qualtrics HOEC 0028	3/10	
3/13	9	Project In-Class Work 4: IRB Procedures	IRB Procedures - Ro Windwalker	3/13	
		Chapter 12 - Sampling Designs and Procedures			
		Chapter 13 - Describing Samples and Populations* <i>*pages 361-370 and 380-386</i>			
		<i>Project Survey Drafted in Qualtrics</i>	<i>Survey Draft</i>	<i>3/17</i>	<i>25</i>
		<i>IRB Paperwork completed CORRECTLY</i>	<i>IRB Paperwork</i>	<i>3/17</i>	<i>25</i>
3/20	10	NO CLASS 3/20 - 3/24 SPRING BREAK!	Spring Break		

AGEC 4303 - Course Schedule cont'd

Week		Topic/Chapter	Activity	Due	Pts
3/27	11	Chapter 14 - Basic Data Analysis			
		Chapter 15 - Cross-Tabulations* *pages 412-420			
		<i>Project Survey Recruitment and IRB Statement</i>	<i>Data Collection</i>	<i>3/31</i>	<i>25</i>
4/3	12	No lectures (ICMC Cape Town, South Africa)			
		<i>Online Materials in lieu of class lecture</i>			
4/10	13	Chapter 16 - Communicating Research Results			
		<i>Project Surveys Go Live - Data Collection Begins 4/10</i>	<i>Live Survey</i>	<i>4/10</i>	
		<i>Project Surveys End - Data Collection Ends 4/16</i>	<i>End Survey</i>	<i>4/16</i>	
		Project In-Class Work 5: Analyzing your Data	Data Analysis 1 HOEC 0028	4/14	
4/17	14	Project In-Class Work 6: Data in Qualtrics	Data Analysis 2	4/17	
		Project In-Class Work 7: Effective Presentations	In-Class Help	4/19	
		Project In-Class Work 8: JMP/SPSS and Excel	Data Analysis 3 HOEC 0028	4/21	
4/24	15	Team Presentations	Presentations		50
		<i>Team Presentations 1-2 on Monday</i>	<i>Teams 1-2</i>	<i>4/24</i>	
		<i>Team Presentations 3-4 on Wednesday</i>	<i>Teams 3-4</i>	<i>4/26</i>	
		<i>Team Presentations 5-6 on Friday</i>	<i>Teams 5-6</i>	<i>4/28</i>	
5/1	16	<i>Team Presentations 7-8 on Monday</i>	<i>Teams 7-8</i>	<i>5/1</i>	
		<i>Team Presentations 9-10 on Wednesday</i>	<i>Teams 9-10</i>	<i>5/3</i>	
		<i>Final Team Report</i>	<i>Research Report</i>	<i>5/3</i>	<i>50</i>
		<i>Member Evaluations (Half of Participation Grade)</i>	<i>Group Participation</i>	<i>5/3</i>	<i>25</i>
5/10	17	Final Exam [Non-Comprehensive] Wednesday 5/10/2017 @ 12:45 pm - 2:45 pm	Final Exam	5/10	100