

AGEC 5303—Agricultural Marketing Theory

Fall 2017

Department of Agricultural Economics and Agribusiness
University of Arkansas

Professor: Dr. Rodolfo M. Nayga, Jr.
Email: rnayga@uark.edu
Phone: 575-2299
Office: 213 Agri
Class Hours: 8-9:15 am, Tuesdays and Thursdays @ Agri 332

Course Description:

This course will cover topics related to consumer food marketing issues, consumer behavior and demand theory, product valuation, and application of experimental economics in agri-food marketing. Both theory and applications will be covered. Upon completion of this course, the student will have familiarity with market/ demand theory and use of economic experiments to test marketing theory and/or methods related to economic product valuation research.

Grading:

Exam I	35%
Quizzes and Assignments including presentations	30%
Exam II (Comprehensive)	35%

Grades

93-100	A
85-92	A-
80-84	B+
75-79	B
70-74	B-
67-69	C+
63-66	C
60-62	C-
57-59	D+
53-56	D
50-52	D-
Below 50	F

OUTLINE

- I. Consumer Behavior
 - A. Neo-classical Theory of Demand
 - B. Behavioral Concepts and Prospect Theory
 - 1. Reference dependence
 - 2. Default Options
 - 3. Loss Aversion
 - 4. Endowment Effect
 - 5. Probability Weighting
 - 6. Present Biased Preferences
- II. Food Distribution and Supply Chain Management
 - A. The supply and value chain
 - B. Overview and Characteristics of Supply Chain Management
 - C. Supply Chain Management Issues
 - D. Criteria for Successful Partnerships
 - E. Steps in Analyzing Supply Chains
 - F. Performance indicators for food supply chains
 - G. Supply chain management redesign principles
 - H. Traceability in the agri-food sector
- III. Value Theory and Product Valuation
 - A. Willingness to Pay
 - B. Willingness to Accept
 - C. Divergence Issue
- IV. Introduction to Economic Experiments: Applications to Marketing
 - A. The Experimental Method
 - B. Lab vs Field Experiments
 - C. Designing Experiments
 - D. Elicitation Methods
 - E. Contingent Valuation
 - F. Experimental Auctions
 - G. Choice Experiments

Readings will come from journal articles and book chapters.

Tentative Exam Schedule:

Exam 1 = October 12

Exam 2 = November 30

Presentations: will be scheduled during the semester

Disability: If you need accommodation due to disability, please make arrangements to contact the Center for Educational Access at 479-575-3104.

Inclement Weather: Class will be cancelled whenever University offices are officially closed as a result of bad weather. You should always use your own best judgment about the risks of coming to class during bad weather in those cases when the university is not officially closed. If you are to miss class because of inclement weather, please inform the instructor by email or telephone before class begins.

Academic Honesty: As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and individual integrity prevail. 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.

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 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.