AGEC 5203 – Agribusiness Marketing Management

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

Meeting Location: AGRI 115

Instructor: Dr. Nathan Kemper
AGRI 227
479-575-2697
nkemper@uark.edu (preferred method of contact)

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 but appointments are always appreciated. You can use UASuccess to send me an appointment request or you can email me. Office hours:

Monday and Wednesday	1 – 3:00 pm
Tuesday and Thursday	9 am – noon

Teaching Assistant: none

Prerequisites: AGEC 2303 and AGEC 3303 or graduate status.

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: MyMarketingLab with Pearson eText -- for Marketing Management, 15th Edition. Kotler & Keller, 2016.

IMPORTANT: You must have a MyMarketingLab license in order to complete the assignments and quizzes for the course.

Required Technology: Materials for this course can be found on Blackboard. You can reach Blackboard at http://learn.uark.edu. We will also use MyMarketingLab for weekly assignments and quizzes. You will access MyMarketingLab via our Blackboard course.

Marking Plan Assignment: Graduate students will be required to complete a marketing plan assignment consisting of three (3) reports. Please see our Blackboard course for full details on this assignment.

Learning Outcomes: Upon successful completion of this course:

1. Students will explain the significance of the role of marketing in an agribusiness organization.
2. Students will examine the key issues surrounding an organization's demand management problem.
3. Students will explain the importance of capturing marketing insights, how those insights influence perception, preference and product development, and how they affect the buying decision process.
4. Students will describe the marketing concepts and approaches associated with customer salience, preference, loyalty, and retention.
5. Students will describe strategies to build, support, and promote a firm's branding initiatives on a product and organization level.
6. Students will recommend methods to create value for long-term growth.

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

A – Outstanding achievement (90%+) 895 points or higher
B – Good achievement (80%+) 795 to 894 points
C – Average achievement (70%+) 695 to 794 points
D – Poor, but passing work (60%+) 595 to 694 points
F – Failure, given for unsatisfactory work (below 60%) fewer than 595

Grade breakdown:

Assignments		
Warm-ups	65	points
Videos	65	points
Simulations	200	points
Quizzes	325	points
Exams	300	points
Participation	45	points
Marketing Plan Assignment	100	points
Total	**1100**	**points**

Assignments: Assignment points will be earned in three ways; warm-ups, videos, and simulations. Assignments are not timed but must be submitted by the due date in order to earn full credit. Only one attempt per question on all assignments.

LATE ASSIGNMENTS POLICY: Assignments submitted after the due date will be assessed a late submission penalty of 25% per day from the final score. Assignments submitted more than four (4) days late will be awarded zero (0) points. No exceptions. Assignments include warm-ups, videos, and simulations.

Warm-Ups: Warm-ups are short 5 question assignments focusing on the main learning objectives from each chapter. These should be completed early during each week as the student is reading the assigned chapter. Warm-ups are worth 5 points each. There are 13 Warm-ups.

Videos: Each video assignment begins with a short video followed by 5 questions relating to the video and assigned chapter. Videos assignments are worth 5 points each. There are 13 Videos assignments.

Simulations: Simulations place the student in the role of a key decision-maker. Each simulation will change and branch based on the decisions made by the student. Once completed, the student will receive a score and a detailed report of the choices made and the consequences of those choices. There are 10 Simulations worth 20 points each.

Quizzes: There are 13 weekly quizzes that correspond to the weekly readings. All quizzes will be timed and must be completed within the allotted time. Quizzes are worth 25 points each and consist of 25 questions per quiz. Each quiz has a time limit of 60 minutes.

LATE QUIZZES POLICY: Quizzes submitted after the due date will be assessed a late submission penalty of 25% per day from the final score. Quizzes submitted more than four (4) days late will be awarded zero (0) points. No exceptions.

Exams: Please bring a #2 pencil and a green scantron form No. 882-E to all exams. There will be three exams during the semester. **Make up exams will not be permitted without prior written arrangement due to an excused absence. No exceptions.**

Final Exam: Our final exam will be schedule as required by the University Final Exam schedule. Wednesday, May 9, 2018 from 12:45 PM to 2:45 PM. https://registrar.uark.edu/registration/final-exam-schedule/spring-2018-final-exam-schedule.php

Participation: Up to 45 points will be awarded for participation. Each class lecture will include group discussions and activities. Your participation will be recorded each day. Your participation rate (attendance percentage) will be applied to the 45 points possible to calculate your participation grade. If you are not in class, you will not be counted as participating, regardless of reason for missing class (excused or unexcused). Each student has 2 free passes but any missed participation beyond 2 days will count against your participation grade in 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.

Class Attendance: Attendance is mandatory. Participation points cannot be earned when students are not in class. 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.

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."

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.

Course Schedule

Week		Mod	Chapter/Topic	Due	Pts
1/15	1	1	Course Introduction Chapter 1 - Defining Marketing		
			01. Warm-Up	1/23	5
			01. Video: Jones Soda - Marketing	1/23	5
			01. Simulation: What is Marketing?	1/23	20
			01. Quiz	1/23	25
1/22	2	2	Chapter 2 - Developing Marketing Strategies and Plans		
			02. Warm-Up	1/28	5
			02. Video: Jones Soda: Product	1/28	5
			02. Simulation: Marketing Plan	1/28	20
			02. Quiz	1/28	25
1/29	3	3	Chapter 3 - Collecting Information and Forecasting Demand Chapter 4 - Conducting Marketing Research		
			03. Warm-Up	2/4	5
			03. Video: Dominos Pizza: Managing Marketing Info	2/4	5
			03. Simulation: Market Research	2/4	20
			03. Quiz	2/4	25
2/5	4	4	Chapter 5 - Creating Long-Term Loyalty (Online Lectures)		
			04. Warm-Up	2/11	5
			04. Video: Zappos	2/11	5
			04. Quiz	2/11	25
			Marketing Plan Deliverable #1 (graduate students only)	2/11	30
2/12	5	Exam	Exam 1 (Wednesday exam)	2/14	100
2/19	6	5	Chapter 6 - Analyzing Consumer Markets		
			05. Warm-Up	2/25	5
			05. Video: Jones Soda: Marketing	2/25	5
			05. Simulation: Consumer Behavior	2/25	20
			05. Quiz	2/25	25
2/26	7	6	Chapter 9 - Identifying Market Segments and Targets		
			06. Warm-Up	3/4	5
			06. Video: Meredith Corporation	3/4	5
			06. Simulation: Segmentation, Targeting	3/4	20
			06. Quiz	3/4	25
3/5	8	7	Chapter 10 - Crafting the Brand Positioning		
			07. Warm-Up	3/11	5
			07. Video: E-TRADE	3/11	5
			07. Quiz	3/11	25
3/12	9	8	Chapter 12 - Addressing Competition and Driving Growth		
			08. Warm-Up	3/18	5
			08. Video: Live Nation	3/18	5
			08. Simulation: Product Life Cycle	3/18	20
			08. Quiz	3/18	25
			Marketing Plan Deliverable #2 (graduate students only)	3/18	30
3/19	10		*NO CLASS 3/19 – 3/23 SPRING BREAK!*		
3/26	11	Exam	Exam 2 (Wednesday exam)	3/28	100

Course Schedule Continued

Week		Mod	Chapter/Topic	Due	Pts
4/2	12	9	Chapter 13 - Setting Product Strategy		
			09. Warm-Up	4/8	5
			09. Video: Jones Soda: Product	4/8	5
			09. Simulation: Strategic Marketing	4/8	20
			09. Quiz	4/8	25
4/9	13	10	Chapter 15 - Introducing New Marketing Offerings		
			10. Warm-Up	4/15	5
			10. Video: (RED)	4/15	5
			10. Simulation: New Product Development	4/15	20
			10. Quiz	4/15	25
4/16	14	11	Chapter 16 - Developing Pricing Strategies and Programs		
			11. Warm-Up	4/22	5
			11. Video: Blackbird Guitars	4/22	5
			11. Simulation: Pricing	4/22	20
			11. Quiz	4/22	25
4/23	15	12	Chapter 17 - Designing and Managing Integrated Marketing Channels		
			12. Warm-Up	4/29	5
			12. Video: Harley Davidson	4/29	5
			12. Quiz	4/29	25
4/30	16	13	Chapter 19 - Designing and Managing Integrated Marketing Communications		
			13. Warm-Up	5/3	5
			13. Video: Jones Soda: Marketing	5/3	5
			13. Simulation: Marketing Mix	5/3	20
			13. Quiz	5/3	25
			Participation Grade Total		45
			Marketing Plan Deliverable #3 (graduate students only)	5/3	40
5/7		Final	Exam 3 - Wednesday May 9 from 12:45 PM to 2:45 PM	5/9	100