

AGB 3302: AGRICULTURAL MARKETING

Spring 2021

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Introduction and Course Description Agricultural Marketing, AGB 3302, (3) units Web-based Instruction; Zoom

This course provides an overview of agricultural marketing in Texas and the United States. The course covers technology change and how it impacts the marketing environment, addresses communication skills, teamwork, retailing and online business and marketing, the supply chain, and distribution. The course will address marginal and breakeven analysis, demand curves and price elasticity, pricing strategies, franchising, wholesaling and product concept, branding and packaging.

Information on the content of agricultural products on a worldwide scale will be emphasized.

Primary Student Learning Outcomes

Student objectives include the following

1. Working understanding of price and agricultural marketing
2. Knowledge of marketing strategies
3. Understanding of analytical tools associated with pricing
4. Understanding of the interplay between price setting, product demand and product supply

Course Content

1. Marketing Strategy and Customer Relationships
2. Environmental Forces and Social and Ethical Responsibilities
3. Marketing Research and Target Market Analysis
4. Buying Behavior, Global Marketing and Digital Marketing
5. Product Decision
6. Distribution Decisions
7. Promotion Decisions
8. Pricing Decisions

Subject to Change

This syllabus and schedule are subject to change at the discretion of the instructor. You will be provided information in advance. If you are absent from class, it is your responsibility to check on announcements made while you were absent.

(ANSC) Program Learning Outcomes

Student will demonstrate that he/she is able to:

1. Demonstrate the basic skills of interpreting research data gathered in an agricultural context,
2. Apply critical thinking skills to mitigate potential challenges in diverse animal sciences and related agricultural industries,
3. Develop problem solving skills, and
4. Demonstrate the ability to communicate through written, spoken, and graphical methods

University Policies

On-line Discussion Forums:

While this course is being taught as web-based, students are expected to be active participants in the classroom web-discussion and exercises. The discussion board provides a venue to increase interaction and is used to replicate a traditional class discussion. To facilitate this discussion, the instructor will provide guiding questions for each discussion. However, as in a traditional discussion format, students are encouraged to not only respond to questions, but also pose questions to the group and instructor.

Active participation in this way increases not only your knowledge, but the knowledge of others participating in the course. You all bring a wealth of knowledge and information to this class from which others can benefit. Therefore, all students will be required to participate in the weekly discussion board forums. In addition to your original post, you will need to respond to at least 2 other posts (as well as respond to individuals responding to your posts). Responding does not consist of stating “I agree with you,” your responses should be well-thought out and contribute to furthering the discussion. I will also be engaged in the discussion board.

Although points for this assignment are awarded based on student participation, not discussion content (i.e. there really are no right or wrong answers), please try to ensure your input and comments are both appropriate and applicable to the assigned discussion topic. Additionally, please maintain a professional and considerate attitude toward others when posting. Failure to be engaged in the sharing of ideas not only limits the value you gain from this course, but also that of others. No points will be allowed after the cutoff date to respond.

The course weekly expectation is Monday through Friday. All assignments must be completed by Friday, midnight.

Academic Honesty

On all work submitted for credit by students at the university, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

As members of a learning community, all should strive to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. In addition, every dishonest act in the academic environment can affect other students adversely. Therefore, the university will take severe action against dishonest students. Similarly, measures will be taken against faculty, staff and administrators who practice dishonest or demeaning behavior.

About the Course

Being a professional, in any capacity, is a rewarding opportunity, and this course is designed to help you develop your expertise and professionalism as a professional. Therefore, the activities you will be required to complete work toward achieving this goal. In line with this, there are some expectations that I have of you, and conversely, there are some expectations that you should have of me. The expectations for this course are as follows:

I will expect you to:

- Complete all assignments thoroughly, in a timely manner.
- Look at each assignment as an occasion for you to learn, and make the most of every learning opportunity.
- Be honest and submit your own original work.
- Participate in class discussions and activities; this helps you as well as all of your classmates.

- Enjoy this class!

You can expect me to:

- Provide learning opportunities that advance your knowledge and development in agricultural education.
- Be available to provide assistance and answer your questions.
- Be fair in my grading and assessment of your work.
- Provide you with timely, constructive feedback on your work.
- Enjoy this class!

Reasonable Accommodation Statement

It is the SRSU policy to provide reasonable accommodation to students with disabilities. If you would like to request such accommodations because of physical, mental, or learning disabilities, please contact the ADA coordinator in Student Services: Ferguson 112, 837-8203.

Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as Blackboard, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Cheating and Plagiarism: "Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another student to do so. Typically, such acts occur in relation to examinations. However, it is the intent of this definition that the term 'cheating' not be limited to examination situations only, but that it include any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means.

Plagiarism is a specific form of cheating which consists of the misuse of the published and/or unpublished works of others by misrepresenting the material (i.e., their intellectual property) so used as one's own work." Penalties for cheating and plagiarism range from a 0 or F on a particular assignment, through an F for the course, to expulsion from the university. For more information on the University's policy regarding cheating and plagiarism, refer to the Class Schedule (Legal Notices on Cheating and Plagiarism) or the University Catalog (Policies and Regulations)

Copyright policy: Copyright laws and fair use policies protect the rights of those who have produced the material. The copy in this course has been provided for private study, scholarship, or research. Other uses may require permission from the copyright holder. The user of this work is responsible for adhering to copyright law of the U.S. (Title 17, U.S. Code).

Disruptive Classroom Behavior: "The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without

losing their identities, and to develop and understanding of the community in which they live . . . Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class."

Course Requirements

Required text: **Marketing (2020 edition). William Pride and O.C. Ferrell.** Please purchase as soon as possible. An electronic copy is available.

You are preparing to take your place in the agricultural education profession or possibly in the agricultural industry. Your employer will hold you to a high standard of quality work and expect it in a timely manner. Therefore, in this professional preparation course the same should be true. **I greatly discourage you from turning in poorly done and/or late assignments.**

- Attendance will be recorded during the first few minutes of class, if you enter the room/Zoom after this point **you will be considered absent.**
- Late assignments will only be accepted for **one week after the due date.**
- Late assignments will be penalized at **least 50% of the possible points.**
- No make-up exams will be given without **prior notification** and documentation of **extenuating circumstances.**
- Exams missed for **unexcused reasons can not be made up.**

Participation, Attendance, and other assignments

A high degree of engagement is expected and will contribute to your learning as an active participant. This includes interacting with the instructor and other students, completing outside of class assignments and readings, and being prepared to participate in class discussions. This class is the beginning of your journey to becoming a professional. Evidence of professionalism includes attendance, collegial attitude, participation, and punctuality.

ANSC 3302 Tentative Course Schedule

Week of	Topic	Assignment (Will be provided weekly. Use this space to write your weekly assignment)
1/17	Course Introduction & Syllabus. Course Expectations	Personal Introduction Presentation
1/24	Marketing Strategy and Customers Relations	Read Chapters 1,2
1/31	Environmental Forces and Social and Ethical Responsibility	Read Chapters 3,4
2/7	Exam 1	
2/14	Marketing Research and Target Market Analysis	Read Chapters 5,6
2/21	Buying Behavior, Global Marketing, and Digital Marketing	Read Chapter 7,8
2/28	Midterm	Midterm
3/7	Spring Break	Spring Break
3/14	Buying Behavior, Global Marketing, and Digital Marketing (cont.)	Read Chapter 9,10
3/21	Product Decisions	Read Chapter 11 - 13
3/28	Exam 2	
4/5	Distribution Decisions	Read Chapter 14, 15
4/11	Promotion Decisions	Read Chapter 16 - 18
4/18	Pricing Decisions	Read Chapter 19, 20
4/25	Exam 3	

ASSIGNMENTS

1. Online Journal and Chapter Reflection Assignment - Due weekly

You will be required to write a maximum of two pages, double spaced reflection post in Blackboard by Friday of each week based on your readings, videos, guest speaker, etc. This reflection is a summary of your thoughts as it relates to each week's chapter reading assignment(s) and an overview of your interpretation of your readings.

2. Personal Introduction Presentation–Due and presented on January 28th

You will be required to create a 3 to 5 minute presentation about yourself that contains a visual aid (PPT, Prezi, etc.). The purpose of this presentation is to give your classmates some background about you and why you chose your career pathway.

3. Weekly Discussion – You will be presented with a weekly video for discussion. Each week, you are to review the video and provide a response to the questions associated with the video. Your initial response must be presented by Thursday the week of the assignment. You are required to respond to at least one of your classmates' responses by Saturday (midnight) to receive full credit.**4. 3 Exams, Midterm and Final Exam****5. Lab Assignments****6. Class Participation, attendance and other assignments**

Course Assignment	Points
Online Journal and Chapter Reflection (averaged)	150
Personal Introduction Presentation	50
Weekly Discussion (averaged)	100
Exam 1	100
Exam 2	100
Exam 3	100
Class Participation, attendance, and assignments	50
Midterm Exam	150
Final Exam	200
Total	1000

Grading Scale

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = below 60%