

AGB 3302 Agricultural Marketing

Spring 2022 T-Th 11:00 AM - 12:15 PM

Alpine Campus | Range Animal Science | Room 00129

Instructor Information

Instructor	Contact	Office Location & Hours
Dr. Hugo Santos	Email: hugo.santos@sulross.edu Phone: 432-837-8210	RAS 108 - MW, 12pm – 2pm or by appointment

General Information

Description

This course will teach the overview of strategic marketing and how information and technology can be used in marketing research to understand and reach customers. Global marketing will be addressed in addition to product development strategies, pricing decisions and consumer behavior analysis.

Expectations and Goals

The course is designed to introduce students to key concepts and forces driving marketing and marketing strategies in a global and agricultural context.

Student learning outcomes:

1. Knowledge of marketing strategies
2. Understanding of price and agricultural marketing
3. Understanding of analytical tools associated with pricing
4. Understanding of influences on consumer buying decision process

Departmental Projected 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
4. Demonstrate the ability to communicate through written, spoken, and graphical methods.

Quality Enhancement Plan (QEP) Student Learning Outcomes:

1. The student will demonstrate effective development and expression of ideas in writing
2. The student will exhibit skill in prepared, purposeful oral communication of material or concepts
3. The student will create and deliver visual works that facilitate audience understanding of a central message or purpose

SRSU Library Services

The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

Reasonable Accommodation Statement

It is the SRSU policy to provide reasonable accommodation to students with disabilities. Accessibility services support for students with physical and psychological disabilities are available at Ferguson Hall 112. To make an appointment regarding disability accommodations, please call 432-837-8203.

Anti-Discrimination Statement

No person shall be excluded from participation in, denied the benefits of, or be subject to discrimination under any program or activity sponsored by Sul Ross State University on any basis prohibited by applicable law, including but not limited to race, color, national origin, religion, sex, age, disability, sexual orientation, or gender identity.

Academic Integrity

Students are expected to submit original work without unauthorized assistance. Academic dishonesty, which includes cheating, unauthorized collaboration, plagiarism, fabrication, multiple submissions, and aiding and abetting, will result in a grade of 0 on the work in question. Subsequent instances of academic dishonesty may result in more serious sanctions.

Late Work

It is expected that all assignments will be submitted on time. Valid absences include: 1) medical emergencies with a signed note from a doctor; 2) participation in a SRSU-sanctioned activity with a letter from faculty advisor; or 3) other emergencies or conflicts that are allowed at the professor's discretion. Students are expected to make up missed work within a week of the original due date. Late assignments will be accepted for 4 days following the initial due date and time with a 20% penalty per day late.

Required Text

There are NO required textbooks for this course.

Optional: Pride, William, M. and O. C. Ferrell. *Marketing* (20th Edition). Cengage Learning US, 2019.

Grading

Your course grade will be based on the following components:

Article and Journal Reviews: Extra material to complement the topics taught in class will be given throughout the semester. Students will be required to submit a summary along with a critical review on the topic for each given material before the date of Final Exam. Reviews should be 1-2 pages, typed (12 pt. Times New Roman font, double spaced), and submitted via Blackboard. No email responses will be accepted.

Marketing Critical Paper and Presentation: Students will be required to write a 3-5 page marketing critical paper on a unique topic of their choice relating to agricultural marketing. Each student will submit their topic by the 3rd exam. Additionally, students will give a short-presentation (10-15min) on his/her paper at the end of the semester. Assistance and guidelines on how to complete the assignment will be given throughout the semester.

Exams: There will be five exams throughout the semester, including the final. The Final Exam will be comprehensive. The lowest of the 4 first exam scores will be dropped (not the Final Exam). Additional assignments may be given during the semester. There will be no make-up exams without prior consultation with the course instructor.

Points available

Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Exam 4	100 points
	(Drop lowest exam score)
Final Exam – comprehensive	200 points
Article and Journal Reviews	100 points
Marketing Critical Paper	100 points
Marketing Critical Presentation	100 points
Total	800

Grading scale (% of total class points):

A = 90-100% B = 80-89.99% C = 70-79.99% D = 60-69.99%
 F ≤ 59.99%

Tentative Course Schedule

Week	Topic	Chapter
01/11	Course Introduction and Course Expectations	
01/13	Marketing Strategy and Customers Relations	Chapters 1-2
01/18	Marketing Strategy and Customers Relations	
01/20	Environmental Forces and Social and Ethical Responsibility	Chapters 3-4
01/25	Exam 1 Review	
01/27	Exam 1	Exam 1
02/01	Marketing Research and Target Market Analysis	Chapters 5-6
02/03	Marketing Research and Target Market Analysis	
02/08	Buying Behavior, Global Marketing, and Digital Marketing	Chapters 7-8
02/10	Exam 2 Review	
02/15	Exam 2	Exam 2

02/17	Buying Behavior, Global Marketing, and Digital Marketing	Chapters 9-10
02/22	Buying Behavior, Global Marketing, and Digital Marketing	
02/24	Product Decisions	Chapters 11-13
03/01	Exam 3 Review	
03/03	Exam 3	Exam 3 & Paper Topic Decision
03/08	Spring Break	
03/10	Spring Break	
03/15	Product Decisions	
03/17	Distribution Decisions	Chapters 14-15
03/22	Distribution Decisions	
03/24	Exam 4 Review	
03/29	Exam 4	Exam 4
03/31	Promotion Decisions	Chapters 16-18
04/05	Promotion Decisions	
04/07	Pricing Decisions	Chapters 19-20
04/12	Pricing Decisions	Marketing Critical Paper
04/14	Special Topics / Marketing Critical Paper presentation	
04/19	Special Topics / Marketing Critical Paper presentation	
04/21	Special Topics / Marketing Critical Paper presentation	
04/26	Final Exam Review	
05/03	Final Exam - comprehensive	Final Exam

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.