

# AGB 3302 Agricultural Marketing

Spring 2023

Time: Web-Delivered | Meeting Place: Web-Delivered through Blackboard

Class correspondence will be through Blackboard or a student's SRSU email account.

## Instructor Information

Instructor	Contact	Office Location & Hours
Dr. Hugo Santos	Email: <a href="mailto:hugo.santos@sulross.edu">hugo.santos@sulross.edu</a> 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](http://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](mailto:srsulibrary@sulross.edu)), or phone (432-837-8123).

## **SRSU Distance Education Statement**

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, 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. 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. Directions for filing a student complaint are located in the student handbook.

## **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.

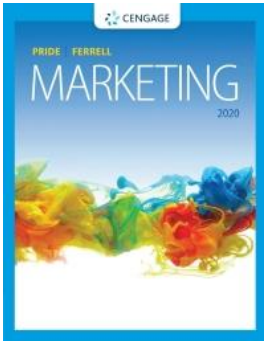
## **Late Work**

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:

**Assignments:** Extra material to complement the topics taught will be given throughout the semester. It may include discussions, articles and journal reviews, and marketing research projects.

**Marketing Plan Paper and Presentation:** Students will be required to create a 3-6 pages marketing plan paper on a unique topic of their choice relating to agricultural marketing. Students should present and discuss the marketing mix strategies in their projects. Additionally, students will record a short-presentation (10min) 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 eight exams throughout the semester, including the final. 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
Exam 5	100 points
Exam 6	100 points
Exam 7	100 points
Exam 8	100 points
Marketing Plan (Paper and Presentation)	150 points
<b>Total</b>	<b>950 points</b>

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

<b>Week</b>	<b>Topic</b>	<b>Reference Chapter</b>
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01/18-20 01/23-27	Marketing Strategy and Customers Relations	Chapters 1-2
<b>01/23-27</b>	<b>Exam 1</b>	
01/30-02/03 02/06-10	Environmental Forces and Social and Ethical Responsibility	Chapters 3-4
<b>02/06-10</b>	<b>Exam 2</b>	
02/13-17 02/20-24	Marketing Research and Target Market Analysis	Chapters 5-6
<b>02/20-24</b>	<b>Exam 3</b>	
02/27-03/03 03/06-10	Buying Behavior, Global Marketing, and Digital Marketing	Chapters 7-10
<b>03/06-10</b>	<b>Exam 4</b>	
<b>03/13-17</b>	<b>Spring break: No Class</b>	
03/20-24 03/27-31	Product Decisions	Chapters 11-13
<b>03/27-31</b>	<b>Exam 5</b>	
04/03-07 04/10-14	Distribution Decisions	Chapters 14-15
<b>04/10-14</b>	<b>Exam 6</b>	
04/17-21 04/24-28	Promotion Decisions	Chapters 16-18
<b>04/24-28</b>	<b>Exam 7</b>	
05/01-05 05/08-10	Pricing Decisions	Chapters 19-20
<b>05/08-10</b>	<b>Exam 8</b>	
<b>05/12-17</b>	<b>Final Project</b>	

### 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.