

AGB 3302 Agricultural Marketing

Spring 2024

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: hugo.santos@sulross.edu Phone: 432-837-8210 | RAS 108 - by appointment |

General Information

Description

This course will teach an overview of strategic marketing and how information and technology can be used in market 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).

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 accommodation, 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.

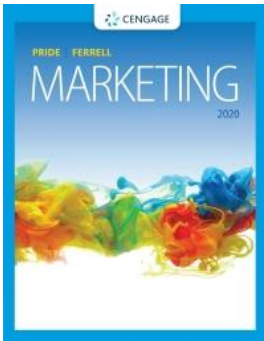
Late Work

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: Reading material and activities will be given throughout the semester to complement lecture topics. It may include quizzes, discussions, critical article reviews, online or over the phone one-on-one meetings, **field trips***, and presentations. Assistance and guidelines on when and how to complete each assignment will be given throughout the semester.

Marketing Plan Paper and Presentation: At the end of the semester, 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 (5 to 8 minutes) 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.

** This course may require a couple of field trips throughout the semester. More information will be given at the beginning of the course. Please reach out if you have any questions or concerns. Long-distance alternatives for field trips will be offered.*

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 |
| Assignments | 500 points |
| Marketing Plan (Paper and Presentation) | 100 points |
| Total | 1400 points |

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 | Reference Chapter |
|--------------------------------|--|--------------------------|
| 01/17 – 01/19 01/22 – 01/26 | Marketing Strategy and Customers Relations | Chapters 1-2 |
| 01/26 | Exam 1 opens | |
| 01/29 – 02/02 02/05 – 02/09 | Environmental Forces and Social and Ethical Responsibility | Chapters 3-4 |
| 02/09 | Exam 2 opens | |
| 02/12 – 02/16 02/19 – 02/23 | Marketing Research and Target Market Analysis | Chapters 5-6 |
| 02/23 | Exam 3 opens | |
| 02/26 – 03/01 03/04 – 03/08 | Buying Behavior, Global Marketing, and Digital Marketing | Chapters 7-10 |
| 03/08 | Exam 4 opens | |
| 03/11 – 03/15 | Spring break: No Class | |
| 03/18 – 03/22 03/25 – 03/29 | Product Decisions | Chapters 11-13 |
| 03/29 | Exam 5 opens | |
| 04/01 – 04/05 04/08 – 04/12 | Distribution Decisions | Chapters 14-15 |
| 04/12 | Exam 6 opens | |
| 04/15 – 04/19 04/22 – 04/26 | Promotion Decisions | Chapters 16-18 |
| 04/26 | Exam 7 opens | |
| 04/29-05/01 | Pricing Decisions | Chapters 19-20 |
| 05/01 | Final Project due | |
| 05/01 – 05/06 | Exam 8 | |

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.