

# AGB 3302 Agricultural Marketing

Spring 2026

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
Mr. Luke Hendryx	Email: <a href="mailto:luke.hendryx@sulross.edu">luke.hendryx@sulross.edu</a> Phone: 432-294-1749	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

Students 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.

## Marketable Skills

1. Students have a knowledge of techniques and equipment for planting, growing, and harvesting food products (both plant and animal) for consumption, including storage/handling techniques.
2. Student have knowledge of plant and animal organisms, their tissues, cells, functions, interdependencies, and interactions with each other and the environment.
3. Students have understanding the implications of new information for both current and future problem solving and decision-making.
4. Students use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
5. Students can identify complex problems and reviewing related information to develop and evaluate options and implement solutions. Communicating finding in both oral and written format a level appropriate for the needs of the audience.

## SRSU Library Services

The Bryan Wildenthal Memorial Library in Alpine 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 by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting [library.sulross.edu/find-and-borrow/texshare/](http://library.sulross.edu/find-and-borrow/texshare/) or ask a librarian by emailing [srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu).

New for Fall 2023: Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

## SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, 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 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.

## SRSU Accessibility Services Statement

Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Alpine students seeking accessibility/accommodations services can contact Mary Schwartz Grisham, M.Ed., LPC, SRSU's Accessibility Services Coordinator or Ronnie Harris, LPC at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email [counseling@sulross.edu](mailto:counseling@sulross.edu). Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University Alpine, Texas, 79832. Rio Grande College (Del Rio, Uvalde, and Eagle Pass) students can contact Alejandra Valdez by email at

[asv18en@sulross.edu](mailto:asv18en@sulross.edu) or by calling (830) 758-5006.

### **Required Student Responsibilities Statement**

All full-time and part-time students are responsible for familiarizing themselves with the Student Handbook and the Undergraduate & Graduate Catalog and for abiding by the University rules and regulations. Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize themselves with the requirements of such laws.

### **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.

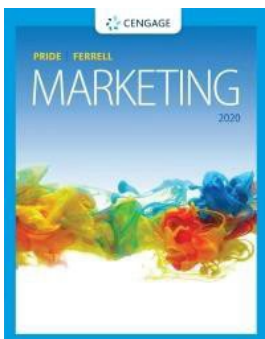
### **Late Work**

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 late day.

### **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, and written assignments. Assistance and guidelines on when and how to complete each assignment will be given throughout the semester.

**Marketing Plan Paper:** At the end of the semester, students will be required to create a 2-3 page marketing plan paper on a unique topic of their choice relating to agricultural marketing. Students should discuss the marketing mix strategies in their projects. Assistance and guidelines on how to complete the assignment will be given throughout the semester.

**Exams:** There will be three exams throughout the semester. Additional assignments may be given during the semester. There will be no make-up exams without prior consultation with the course instructor.

**Points available**

10 Discussions @ 20 pts	200 points
Module One Exam	100 points
Module Two Exam	100 points
Module Three Exam	100 points
Marketing Plan – Paper	250 points
<b>Total</b>	<b>750 points</b>

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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 Information</b>
1/14 – 1/18	Contact Information and Welcome Discussion	Getting Started Folder
<b>1/14</b>	<b>Module 1 opens</b>	
1/14 - 2/22	<ul style="list-style-type: none"> <li>• Overview of Strategic Marketing</li> <li>• Planning, Implementing, and Evaluating Marketing Strategies</li> <li>• The Marketing Environment</li> </ul>	Module One Videos, PowerPoints, and Summaries.
<b>2/22</b>	<b>Module 1 Assignments Due</b>	
<b>2/23</b>	<b>Module 2 Opens</b>	
2/23-3/29	<ul style="list-style-type: none"> <li>• Target Markets: Segmentation and Evaluation</li> <li>• Consumer Buying Behavior</li> <li>• Product Concepts, Branding, and Packaging</li> </ul>	Module Two Videos, PowerPoints, and Summaries.
<b>3/29</b>	<b>Module 2 Assignments Due</b>	
<b>3/30</b>	<b>Module 3 opens</b>	
3/30-5/03	<ul style="list-style-type: none"> <li>• Retailing, Direct Marketing, and Wholesaling</li> <li>• Advertising and Public Relations</li> <li>• Digital Marketing and Social Networking</li> </ul>	Module Three Videos, PowerPoints, and Summaries
<b>5/03</b>	<b>Module 3 Assignments Due</b>	
<b>5/06</b>	<b>Marketing Plan Due</b>	<b>All Class Materials</b>

### Subject to Change

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