

AGEC 4303 – Agribusiness Marketing Management

Contact Information: Dr. Nathan Kemper
AGRI 227
479-575-2697
nkemper@uark.edu

Office Hours: The best way to reach me directly is e-mail. I try to answer e-mails within 24 - 48 hours. I have an open door policy but appointments are always appreciated. You can use UASuccess to send me an appointment request or you can email me.

Prerequisites: AGECE 2303 and AGECE 3303

Course Summary: Marketing concepts will be developed and applied to the global food and fiber system. The course will use both commodity and product marketing principles and economic theory to analyze varied marketing situations. Case studies will be used to demonstrate the role that demand analysis and consumer behavior play in market management.

Required Text: IMPORTANT: In order to complete the assignments and quizzes for the course, you must have a MyMarketingLab license for Marketing Management, 15th Edition. Kotler & Keller, 2016.

Recommended Text: Your least expensive option is likely to purchase the eText for Marketing Management, 15th Edition. Kotler & Keller, 2016 directly from Pearson via the MyMarketingLab site. If you prefer a physical textbook, you should also consider purchasing a previous edition of this textbook and the topics should match fairly well.

Required Technology: Materials for this course can be found on Blackboard. You can reach Blackboard at <http://learn.uark.edu>. We will also use MyMarketingLab for weekly assignments and quizzes. You will access MyMarketingLab via our Blackboard course.

Learning Outcomes: Upon successful completion of this course:

1. Students will explain the significance of the role of marketing in an agribusiness organization.
2. Students will examine the key issues surrounding an organization's demand management problem.
3. Students will explain the importance of capturing marketing insights, how those insights influence perception, preference and product development, and how they affect the buying decision process.
4. Students will describe the marketing concepts and approaches associated with customer salience, preference, loyalty, and retention.
5. Students will describe strategies to build, support, and promote a firm's branding initiatives on a product and organization level.
6. Students will recommend methods to create value for long-term growth.

Grading: According to the UA instructions for reporting final grades, they generally will reflect the following:

- A – Outstanding achievement (90%+)
- B – Good achievement (80%+)
- C – Average achievement (70%+)
- D – Poor, but passing work (60%+)
- F – Failure, given for unsatisfactory work (below 60%)

Grade breakdown:	Video Assignments (13)	65	points
	Case Study Simulations (10)	100	points
	Quizzes (13)	195	points
	Marketing Plan Reports (3)	120	points
	Participation Blogs (13)	20	points
	Total	500	points

Assignments: Assignment points will be earned in two ways; videos and simulations. Assignments are not timed but must be submitted by the due date in order to earn full credit. Only one attempt per question on all assignments.

LATE ASSIGNMENTS POLICY: Assignments submitted after the due date will be assessed a late submission penalty of 25% per day from the final score. Assignments submitted more than four (4) days late will be awarded zero (0) points. No exceptions. Assignments include warm-ups, videos, and simulations.

Videos: Each video assignment begins with a short video followed by 5 questions relating to the video and assigned chapter. Videos assignments are worth 5 points each. There are 13 Videos assignments.

Simulations: Case study simulations place the student in the role of a key decision-maker. Each simulation will change and branch based on the decisions made by the student. Once completed, the student will receive a score and a detailed report of the choices made and the consequences of those choices. There are 10 Simulations worth 10 points each.

Quizzes: There are 13 weekly quizzes that correspond to the weekly lectures. All quizzes will be timed and must be completed within the allotted time. Quizzes are worth 15 points each and consist of 15 questions per quiz. Each quiz has a time limit of 60 minutes. Students have two attempts per question on all quizzes.

LATE QUIZZES POLICY: Quizzes submitted after the due date will be assessed a late submission penalty of 25% per day from the final score. Quizzes submitted more than four (4) days late will be awarded zero (0) points. No exceptions.

Marking Plan Assignment: All students will be required to complete a marketing plan assignment consisting of three (3) reports. The first report is an environmental analysis. The second report is on segmentation and positioning. The final report summarizes the first two reports and then presents the tactical marketing plan (4 Ps) complete with proforma income statement for the next two years. Please see our Blackboard course for full details on this assignment.

Final Exam: There is no final exam in this course.

Participation Blogs: Up to 20 points will be awarded for participation. Each lesson includes a topic for group discussion and debate. Your participation will be assessed by your completion of a weekly blog. Each student has 2 free passes (to receive full participation you must complete a minimum of 10 blog posts) but any missed participation beyond 2 days will count against your participation grade in class.

Disabilities: If you need to request reasonable accommodations for this class due to a disability, you must first register with the Center for Educational Access (CEA) and see me during my office hours to discuss options.

Academic Dishonesty: "Each University of Arkansas student is required to be familiar with and abide by the University's 'Academic Integrity Policy' which may be found at <http://provost.uark.edu/> Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor."

Inclement Weather: If the University is open, we will have class. As the instructor, I reserve the right to cancel class due to inclement weather. Students will be notified by email and Blackboard if this is the case. Please use your best judgment before getting on the road. See UA Inclement Weather Policy at <http://emergency.uark.edu/inclement-weather/index.php>.

Emergency Procedures: Many types of emergencies can occur on campus; instructions for specific emergencies such as severe weather, active shooter, or fire can be found at <http://emergency.uark.edu>

Severe Weather (Tornado Warning):

- Follow the directions of the instructor or emergency personnel
- Seek shelter in the basement or interior room or hallway on the lowest floor, putting as many walls as possible between you and the outside
- If you are in a multi-story building, and you cannot get to the lowest floor, pick a hallway in the center of the building
- Stay in the center of the room, away from exterior walls, windows, and doors

Violence / Active Shooter (CADD):

- CALL- 9-1-1
- AVOID- If possible, self-evacuate to a safe area outside the building. Follow directions of police officers.
- DENY- Barricade the door with desk, chairs, bookcases or any items. Move to a place inside the room where you are not visible. Turn off the lights and remain quiet. Remain there until told by police it's safe.
- DEFEND- Use chairs, desks, cell phones or whatever is immediately available to distract and/or defend yourself and others from attack.

Course Schedule: The schedule for class is attached on the following pages and available on Blackboard. The schedule is subject to change during the semester.