

AEB 4309/6301

Food Wholesaling & Retail Marketing

Fall Semester 2007 (Section 2029/1922)
Class Meets: Tuesday 11:45 AM to 1:40 PM (E119 CSE)
Thursday 12:50 PM to 1:40 PM (CSE 121)

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Office Hours: To be determined

Program Assistant: (Jess knows little about class specifics. She knows Dr. Wysocki's work schedule.)

Jess Herman
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Office hours:

Monday, Wednesday, and Friday from 11:00 -Noon. It looks like another busy meeting/travel semester for me so if I am unable to keep office hours on a given day, I will email the class the day before to notify you. I will be using the UF listserv to communicate class information to you so you must be checking your ufl.edu email account on a regular basis. I ask that you try to see me during my office hours. I am happy to schedule an appointment outside of office hours. Send me an email to schedule these appointments. I am always available via email.

Required Textbooks and Course Materials

There are three required sets of materials for this course that are available **only** at Target Copy (located on University Ave, across from the library): (1) Food Wholesaling and Retail Marketing lecture notes. The cost of these lecture notes is \$20.00, (2) Agentry Agenda: Selling food in the Frictionless Marketplace by Glen A. Terbeek, and (3) Food Industry Review 2006 Assigned Readings, a collection of articles we will be reading this semester. The Agentry Agenda and Food Industry Review readings **are bundled together** and will cost between \$20 and \$30.

Course Objectives

Food Wholesale and Retail Marketing is designed to give students the opportunity to participate in open discussion forums led by the instructor and industry leaders. Each class period will pertain to issues varying from brand management, supermarket category management, market research and other issues as presented in food industry literature.

Students will be introduced to food industry trends, issues and opportunities existing throughout the U.S. and the world. These lectures will provide valuable information right from the industry leaders along with possible future employment opportunities. Guest lecturers combined with readings from trade publications will provide students with a command of wholesaling and retail food management by the end of the semester. This class is a valuable and unique experience for students seeking employment in the food system. Upon completion of the course, you should:

1. Understand what is driving the U.S. food system—its characteristics, functions, and major trends for both the entire food system and its key sectors.
2. Understand the interactions and dynamics between producers, manufacturers, wholesalers, retailers, and consumers in the food system.
3. Refine your ability to think critically, and to be able to defend your position with relevant logic and theory by developing an analytical approach and decision-making framework for economic decisions made by firms in the food system.
4. Acquire an understanding of ways to develop long-term partnerships and relationships with professional colleagues and business associates and to advance your personal professional development, and to become better prepared to succeed in this changing world in which we live and work.

Course Content

The purpose of the course is to guide students' understanding of how effective marketing/management is achieved by food producers, processors, and distributors in response to the rapidly changing and highly diverse consuming public. Faculty and invited industry practitioners will share their thoughts and observations of the dynamic global food industry.

Discussion of assigned readings will contribute to an understanding of the trends, issues and opportunities confronting food system participants. More specifically, the course will cover the dynamics of consumers, their tastes and preferences, and how this influences the distribution, food choice and shopping experiences. How retailers, wholesalers, food processors, and producers act individually, and in concert, to respond to consumer wants and needs will be covered; and the role of management consulting and the marketers of equipment, technology and services will be studied.

Another important goal of the course is the application of economic principles and management tools learned in other courses, to food wholesaling and retail marketing. Students will become conversant with the terms, issues and events that are the driving forces shaping the future of the food system. To this end, an understanding will be achieved regarding contemporary methods of marketing wholesale and retail food products and services.

Student Responsibilities

Lectures, readings, exercises, and cases will be used throughout the course. You are responsible for all in-class material presented and for all assignments of out-of-class work. If you miss a class, it is your responsibility to get lecture notes from colleagues or off the course website and to talk with the instructor about assignment(s) that are due.

Command of knowledge and course concepts will be shown through a number of written and oral activities. You are responsible for applying what you have learned to actual business problems. In addition to quality of analysis and synthesis, quality of presentation (written or oral) will be part of the grading. This course requires that students go beyond mere memorization of facts. As a student, you must be willing to apply concepts and models. You are encouraged to maintain an open, receptive, and inquisitive attitude toward learning.

E-Mail Accounts

The instructor will rely heavily on e-mail as a vehicle for distribution of information (e.g., announced quizzes, guest lectures, reading assignments, etc.). The instructor finds the email system within WebCT to be cumbersome and for this reason it has been disabled. Please send your emails directly to the instructor. **Students must check their Gatorlink e-mail regularly.**

Every student at the University of Florida has the privilege of a Gatorlink account that provides a mailbox, computer lab access, and limited Internet dialup. To establish a Gatorlink account, the URL is <http://www.gatorlink.ufl.edu>. You may also go to CIRCA, located in the HUB, to establish an account there.

Course Website

Throughout the semester, we will rely heavily on our course website. It is best for you to access the course website through your “My WebCT Homepage.” You will need a Gatorlink account (discussed above) to log on to WebCT and add courses. To log on to WebCT, you must go to <http://lss.at.ufl.edu/> and select “E-Learning System” and “Gatorlink” radio buttons. From there, you will be taken to a Gatorlink login screen. Input your Gatorlink username and password to access you “My E-Learning” homepage. From here, you can easily access the course website by clicking on the appropriate hyperlink.

Students with Disabilities

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. 0001 Reid Hall, 392-8565, www.dso.ufl.edu/drc/. If you have a need for accommodations due to a disability, please meet with me privately during office hours or by appointment. I am very willing to work with you and will do all I can to help accommodate your needs.

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university’s counseling resources. Both the Counseling Center and Student Mental Health Services provide confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance. The Counseling Center is located at 301 Peabody Hall (next to Criser Hall). Student Mental Health Services is located on the second floor of the Student Health Care Center in the Infirmary.

- *University Counseling Center*, 301 Peabody Hall, 392-1575, www.counsel.ufl.edu
- *Career Resource Center*, CR-100 JWRU, 392-1602, www.crc.ufl.edu/
- *Student Mental Health Services*, Rm. 245 Student Health Care Center, 392-1171, www.shcc.ufl.edu/smhs/
Alcohol and Substance Abuse Program (ASAP), Center for Sexual Assault / Abuse Recovery & Education (CARE), Eating Disorders Program, Employee Assistance Program, Suicide Prevention Program

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

Academic Honesty

In 1995 the UF student body enacted a new honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students.

In adopting this honor code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the university community. Students who enroll at the university commit to holding themselves and their peers to the high standard of honor required by the honor code. Any individual who becomes aware of a violation of the honor code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the honor code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied: **“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”**

The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. In addition, every dishonest act in the academic environment affects other students adversely, from the skewing of the grading curve to giving unfair advantage for honors or for professional or graduate school admission. Therefore, the university will take severe action against dishonest students. Similarly, measures will be taken against faculty, staff and administrators who practice dishonest or demeaning behavior.

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court. *(Source: 2007-2008 Undergraduate Catalog)*

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor. This policy will be vigorously upheld at all times in this course.

Course grades will be assigned based on the following percentages:

A	90-100%	Excellent Performance
B+	87-89.99%	Very Good Performance
B	80-86.99%	Good Performance
C+	77-79.99%	Adequate Performance
C	70-76.99%	Acceptable Performance
D+	67-69.99%	Marginally Acceptable Performance
D	60-66.99%	Weak Performance
E	<60%	Unacceptable Performance

Your grade for the semester will be determined by scores in three major performance areas: **Individual Performance, Team Performance, and Team Contribution.**

INDIVIDUAL PERFORMANCE AREA

Food Wholesale/Retail Potpourri

The food wholesale/retail potpourri portion of your grade is based on your performance in quizzes, class pictures, attendance for guest speakers, and miscellaneous activities. The total points you earn compared to the total possible will be posted on WebCT.

Quizzes

There will be a number of un-announced quizzes throughout the semester. Please note, attendance while preferred by your instructor, is not mandatory. You will NOT be allowed to make up missed quizzes. If you are late to class, it is your responsibility to see the instructor after class to see what material you might have missed. If you arrive during or after a quiz or in-class exercise has begun, you are not likely to receive full quiz points for the day.

Pictures

To facilitate getting to know each other, returning quizzes/exams, and enhancing discussion opportunities, each student is requested to have their picture taken. All students having their picture taken by Thursday August 30, 2007 will receive full food wholesale/retail potpourri credit for this activity. Students having their picture taken after this date will receive half credit.

Guest Speakers

It is my intention to bring in a number of guest speakers this semester to discuss various aspects of food wholesaling and retailing with the class. Your attendance and contribution for these announced events will be rewarded as part of your potpourri grade.

Miscellaneous

From time to time, there may be additional extra credit opportunities available. Those students who volunteer will be given extra credit as part of the potpourri grade.

Article Reviews

An article review is a single-page write-up where each student selects an article of their choosing related to food wholesaling and retail marketing. The student will apply course concepts to these articles. The article can be of any length. Specific guidelines will be presented in a separate handout.

Individual Readiness Assessment Tests

Readiness Assessment Tests or RATs are short quizzes based on assigned reading given inside or outside of class. Each RAT experience will consist of the student taking a short quiz individually without the use of notes. Upon completion of this short quiz, students are placed in their semester-project teams and each team completes the same quiz without the use of notes. Once each team has answered a question, the correct answer will be revealed to the team.

In-Class Examinations

There are a total of four examinations in this class. You will choose which three exams you wish to take, **NOT which three to keep**. Each exam you take is worth 15% of your final grade. The fourth exam (the final exam) is comprehensive. There will be no make-up exams given for the three midterm examinations, so plan your travel schedules accordingly. You will **NOT be allowed to take all four exams** as a way to improve poor performance on one of the other three mid-term exams. The final comprehensive examination is scheduled for Friday December 14th from 10:00 am - Noon in CSE 119.

Fact Sheet Assignment

FACT sheets are short papers (4-10 pages in length) that take the research of the university and extend it to audiences across the state. These audiences include, but are not limited to agricultural producers, processors and manufacturers, distributors, retailers, home owners, local, county, and state government, county extension agents, and rural and urban youth. Your extension fact sheets should educate an extension audience on an issue pertaining to food wholesaling/retailing/marketing.

TEAM PERFORMANCE AREA

Team Project

The term project is a team-based project. Each semester your instructor selects a “hands-on” project that teams of students work on. In the past, team projects have included working with Publix, both at retail locations and with fresh food manufacturing. Past projects have also involved surveying UF students regarding foodservice operations on campus, and conducting taste-testing and focus group work. Team projects involve data collection, oral presentations, and a written report of the complete findings.

Website Project

The purpose of this project is to expose you to the process and thought behind web page development and to provide your team with a forum for presenting your results. These web pages are to be designed to promote your team’s findings a result of your efforts in the class project. Key points and findings should be found throughout the website.

Team Readiness Assessment Tests

Readiness Assessment Tests or RATs are short quizzes based on assigned reading given inside or outside of class. Perhaps the most useful aspect of the RAT process is the team component. Upon completion of this short quiz, students are placed in their semester-project teams and each team completes the same quiz without the use of notes. Once each team has answered a question, the correct answer will be revealed to the team. On team RATs, all team members will receive the same score. This process will be explained in greater detail in class.

TEAM CONTRIBUTION AREA

Evaluating Team Contribution

Each individual will rate the contribution of all the other members of their teams. This evaluation will be based on a grading grid or rubric that will be provided to you early in the semester. The grading rubric is designed to reward team members for actual contributions made and to avoid situations where all team members receive the same grade, regardless of individual member contribution.

<u>Grade Weights</u>	<u>Grade Weights as a % Within Performance Area</u>	<u>Grade Weights as a % of the Total</u>
Individual Performance Area (min of 30%, max of 60%).....		_____ %*
Food Wholesale/Retail Potpourri (5-20%).....	_____ %*	
Article Reviews (range: 5-20%).....	_____ %*	
Individual Readiness Assessment Tests (range: 5-20%)	_____ %*	
3 midterm examinations (minimum of 50%).....	_____ %*	
FACT Sheet Assignment.....	_____ %	
Individual Performance Area Subtotal.....	100%	
 Team¹ Performance Area (min of 30%, max of 60%).....		_____ %*
Team Project.....	50%	
Website Project.....	20%	
Team Readiness Assessment Tests.....	30%	
Team Performance Area Subtotal.....	100%	
 Team Contribution Area (min of 10%, max of 20%).....		_____ %*
Grand Subtotal.....		100%

*These percentages will be determined by the procedures described in "Setting Grade Weights".

Setting Grade Weights

The percentage of the grade that will be determined by scores in each of the major performance areas (individual performance, team performance, and team contribution) will be determined by representatives of student work teams during the second class period. These representatives will also decide on the relative weight of individual contribution, article reviews, individual Readiness Assessment Tests, and the exams within the individual performance area. Grade weights will be set for the class as follows:

1. Teams set preliminary weights in each area and select a member to meet with other team representatives.
2. Team representatives will meet in the front of the room and develop consensus (i.e., each representative has to be in agreement) about grade weight for the class as a whole.
3. The only limitations on your grade weight decision will be that:
 - a. A minimum of 30% of the total grade must be assigned to both the individual and team performance areas and a minimum of 10% to the team contribution area.
 - b. Within the individual performance area, individual contribution must be between 5 and 20%, the two exams must be a minimum of 50%, the article reviews must be between 5 and 20%, the FACT sheet must be 20%, and the individual Readiness Assessment Tests

¹ You will be allowed to choose your teammates after the first day of class.

must be between 5 and 20%.

Graduate Student Grades

Graduate students will be expected to work on a special topic this year related to the Agentry Agenda textbook. Further details regarding the graduate student project will be forthcoming. This will be worth 10% of your final grade and each graduate student must complete this assignment to pass the course. Graduate students will calculate their final grade the same way as the process described above for undergraduates with one exception: the total grade weighting for individual performance as calculated by the class will be reduced by 10%. For example, if the class decides that the grade weight as a percentage of the total for individual performance is worth 50%, graduate student grades for individual performance will be 40% (50% less 10%). Therefore, graduate students have four major grade areas.

Important Dates

University Drop/Add Period	Tuesday, August 29 at 11:59 pm
All students have picture taken	Thursday, August 30
Student Information Sheets Due	Thursday August 30
All students must have e-mail address	Thursday August 30
Exam #1 (Lecture Units 1 through 3)	Tuesday October 2
FACT Sheet Proposal Due	Thursday September 20
FACT Sheet Due	Thursday October 25
Exam #2 (Lecture Units 4 through 7)	Tuesday November 6
Veteran's Day Observed	Monday November 12
Last day to drop a class	Monday November 19
No Class (Thanksgiving)	Thursday November 22
Exam #3 (Lecture Units 8 through 14)	Tuesday December 4
Last Day of Class	Tuesday December 4
Final Exam Review Session (Time: TBA)	Thursday December 6
Team Oral Presentations (30 minute time slot)	Friday December 7 by appointment
Team Project Written Report Due	Monday December 11
Comprehensive Final Examination	Friday December 14 (10:00 am – Noon)
Graduate Student Project Due	Wednesday December 12 by 5:00 PM

AEB 4309 & AEB 6301 FOOD WHOLESALE AND RETAIL MARKETING GENERAL COURSE OUTLINE

This course outline provides a list of the topics to be covered during the course of the semester.

Agentry Agenda Book

- Referenced throughout the semester
- Background information
- Guiding principles

L3. Supply Chain Management

- Definition of Supply Chain Mgt
- History and Background
- Principles of Supply Chain Mgt

L1. Food System Overview (FIR pgs 1-19)

- Food industry trends and issues
- Factors Driving Consolidation

Exam 1: Tuesday October 2

L4. Consumers (FIR pgs 20-26)

- The Changing Consumer
- Consumer Demographics and Their Significance
- Consumer Wants and Needs

L2. Critical thinking

- The Elements of Reasoning
- The Standards of Reasoning
- Socratic Questioning in Food Wholesaling and Retail Marketing

L5. Retailing & Wholesaling (FIR pgs 27-64)

- Store Formats
- Focus on Wholesaling and Retailing Leaders and Innovators
- Loyalty Programs

L6. Private Labels (FIR pgs 65-73)

- National Brands Verses Private Label or Store Brands
- Top Private Label Brands
- National Brand Strategies

L7. E-Commerce and Food Wholesaling and Retail Marketing

- History of E-Commerce
- Types of E-Commerce Websites
- E-Commerce in Agriculture
- Easy & Hard Aspects of E-Commerce

Exam 2: Tuesday November 6

L8. Home Meal Replacement

- Definitions
- Meal Solutions as a Response to Changing Consumer Wants and Needs
- Implications of Home Meal Replacement on the Food System

L9. Restaurants & Foodservice Distribution & Marketing (FIR pgs 113-143)

- Foodservice Industry background
- Trends in the Foodservice Industry
- Issues affecting the Restaurant Industry

L10. Manufacturing (FIR pgs 74-112)

- Top Global Food Manufacturers
- Brand Pillars
- St. Michael Brand

L11. Efficient Consumer Response

- Definition of ECR
- Background, and Importance of ECR to the Food System
- ECR Components
- Category Management
- Current Status of ECR

L12. Nutrition & Food Safety (FIR pgs 152-164)

- Food Safety Risks and Opportunities
- Challenges in Marketing Technologies for Effective Food Safety
- Food Safety Lessons
- The Hale Group Presentation on Obesity

L13. Global Marketing (FIR pgs 165-177)

- Global Marketing in the Food System
- Trends, Developments and Implications
- Focus on Leaders and Innovators in Global Marketing

L14. Environmental/Social Issues (FIR pgs 144-151)

- Transparency and Accountability in the Food Business
- Tobacco Marketing in Today's Social Environment
- Focus on Companies that Make Values Pay

Exam 3: Tuesday December 4