



**Marketing Plan:** Students will be organized into management teams for the purpose of developing, writing and presenting international agribusiness marketing plans. Details are provided later in the syllabus. The marketing plan project accounts for 40% of the final grade. There will be a peer-evaluation instrument for team members. Individual team-member grades may vary based on levels of contribution to the project. Useful web-sites include: (1) [www.agbuscenter.ifas.ufl.edu](http://www.agbuscenter.ifas.ufl.edu) (with links to many sites) (2) [www.ers.usda.gov](http://www.ers.usda.gov) and (3) [www.fas.usda.gov](http://www.fas.usda.gov) including: /agexport/export\_plan and /exporter.

**Contribution (Including Quizzes and Case Studies):** A student's contribution is evaluated based on regular class participation, *positive, meaningful contributions* to discussions of reading assignments, including case studies, observable effort in the timely completion and mastery of reading assignments, observable effort in the development, writing and presentation of the marketing plan, and performance on quizzes and other written assignments. The contribution category accounts for 20% of the final grade.

**Academic Honesty:** Adherence to the UF Academic Honesty Guidelines, including the Student Honor Code, **is expected.** In completing the application for admission to UF, every student has signed the following statement: "I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University."

**Software Use:** All faculty, staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so may 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. *We, the members of the University of Florida, pledge to hold our peers and ourselves to the highest standards of honesty and integrity.*

**UF Counseling Services:** Resources are available on-campus for students having personal problems or lacking clear career and academic goals which interfere with their academic performance. These resources include: University Counseling Center, 301 Peabody Hall, 392-1575, personal and career counseling; Student Mental Health, Student Health Care Center, 392-1171, personal counseling; Sexual Assault Recovery Services (SARS), Student Health Care Center, 392-1161, sexual assault counseling; and Career Resource Center, Reitz Union, 392-1601, career development assistance and counseling.

**Students with Disabilities:** The Dean of Students Office provides individual assistance to students with documented disabilities based on the need and impact of the specific disability. There is no requirement for a student to self-identify his/her disability. However, students requesting classroom accommodations must register with the Dean of Students Office in 202 Peabody Hall, 392-2161 (voice) or 392-3008 (TDD).

**Grades:** Grades are neither rewards nor punishments, rather grades are determined by performance on exams, quizzes, written marketing plan and presentation, case study discussion, and overall contribution to the class. Weights by category are as follows:

Exams (2 @ 20%)-----	40 %
Marketing Plan -----	40%
Contribution -----	<u>20 %</u>
Total	100 %

Course grades will be assigned according to the following scale:

90% or greater -- A	77-79.99% ----- C+	60-66.99% ----- D
87-89.99% ----- B+	70-76.99% ----- C	Less than 60% --- E
80-86.99% ----- B	67-69.99% ----- D+	

**AEB 4343 -- INTERNATIONAL AGRIBUSINESS MARKETING -- SPRING 2008**

Dr. Gary F. Fairchild

**TOPICAL OUTLINE**

**INTRODUCTION, FOUNDATIONS AND OVERVIEW**

1. Introduction to Global Marketing
2. Overview of U.S. Agricultural Trade and Agricultural Trade Policy
3. Assessing Export Readiness and Developing an Export Marketing Plan

**THE GLOBAL MARKETING ENVIRONMENT**

1. Developing a Market Overview
2. The Global Economic Environment
3. Global Trade Environment
4. Cross-Cultural Analysis
5. Social and Cultural Environments
6. The Political, Legal and Regulatory Environments

**GLOBAL STRATEGY / APPROACHING GLOBAL MARKETS**

1. Global Information Systems and Market Research
2. Sources of International Market Information
3. Segmentation, Targeting, and Positioning
4. Importing, Exporting and Sourcing
5. Global Market Entry Strategies
6. International Distribution Systems & Market Entry Strategies
7. Strategic Elements of Competitive Advantage

**GLOBAL MARKETING MIX**

1. Product and Brand Decisions
2. Pricing Decisions
3. Pricing Strategies
4. Financing and Methods of Payment
5. Risk Analysis and Management
6. Export Terms of Sale and Pro Forma Invoicing
7. Global Marketing Channels and Physical Distribution
8. Advertising and Promotion
9. Global Mktg. Communications Decisions: Advertising and Public Relations
10. Global Mktg. Communications Decisions: Sales Promotion, Personal Selling, etc.
11. Export Documentation, Freight Forwarding and Insurance
12. Legal and Tax Considerations

**MANAGING THE GLOBAL MARKETING EFFORT**

1. Leading, Organizing and Controlling the Global Marketing Effort
2. The Digital Revolution and the Global Electronic Marketplace

## **International Agribusiness Marketing**

### **INTERNATIONAL MARKETING PLAN**

Teams will: Create a phantom agribusiness company; Select an agribusiness product which can be “marketed” to a significant, identifiable segment of final consumers; Research two countries as possible target markets; Select one country as the target-country market and justify selection based on market research and company assets, vision, and goals; Develop a strategic plan; Develop a marketing plan and; Present final marketing plan in class. Plans will be evaluated by both students and instructor.

In addition to the Final Plan, three interim reports will be due throughout the term: (1) the company analysis and target-market selection, (2) the strategic plan, and (3) the marketing plan. The due date for each report will be correlated with discussion of relevant reading material. Together, these three reports (after revisions), along with the executive summary, will comprise the Final Written Plan. Each team member will complete a learning assessment and a peer evaluation of fellow team members’ contributions to the project..

**The Written Plan** (typed, double-spaced, 12 font) needs to include, **at a minimum**, the following:

#### **I. Company Analysis and Target-Country Selection**

##### ***Company Analysis:***

Firm history, products, operations and resources in the United States (home country).

**Home-country** industry structure, competition, demand, customers, firm’s industry position.

Explanation of motivation and decision to internationalize.

Assessment of company readiness to internationalize.

Company Vision and Commitment statement.

##### ***Target-Country Selection:***

Identification of at least two potential target-country markets and discussion of relevant historical and projected country statistics (economic, social, cultural, political, regulatory) for each.

Discussion of relevant target-market information for each country (size, purchasing power and other demographics and psychographics).

General assessment of the competitive environment in each country.

Explanation of and justification for the selection of your target-market country.

#### **II. Strategic Plan**

A strategic plan of how you are going to “go global.”

Segmentation, targeting, and positioning decisions.

Sourcing decisions.

Market entry and expansion strategies, including use of intermediaries.

Competitive analysis and competitive strategies, including any cooperative strategies.

#### **III. The Marketing Plan**

Product, price, promotion, distribution, terms-of-sale, method-of payment, risk mgt. decisions.

International organization and procedures (how you will organize your company).

Sales goals, profit (loss) forecasts, budgets, financial statements (5 years into the future).

Implementation schedule, procedures for review and measurement of results against plan.

Brief SWOT analysis of your company as it enters the “international” market.

#### **IV. Final Plan with three-page Executive Summary**

Includes a three-page executive summary (single-spaced) and revised versions of reports I, II, and III (double-spaced).

**AEB 4343 – International Agribusiness Marketing – Spring 2008**

**Name:** \_\_\_\_\_ **UFID#** \_\_\_\_\_

**Local Phone:** \_\_\_\_\_ **Cell Phone:** \_\_\_\_\_ **(Circle Preference)**

**E-mail:** \_\_\_\_\_

**Hometown/State/Country:** \_\_\_\_\_ **Expected Graduation:** \_\_\_\_\_

**Major (College/Dept./Specialization):** \_\_\_\_\_

**Agribusiness/Business or Internship Experience:** \_\_\_\_\_

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**Career Objectives:** \_\_\_\_\_

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**Goals for this Course:** \_\_\_\_\_

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**Which best describes your background? Farm**\_\_\_\_; **Rural Non-farm**\_\_\_\_; **Urban/Suburban**\_\_\_\_

**In which of these subjects (or equivalent) have you already completed courses? (Check all that apply)**

**Agricultural and Food Marketing (AEB 3300)** \_\_\_\_\_

**Principles of Marketing (MAR 3023)** \_\_\_\_\_

**International Trade Policy in Agriculture (AEB 4242)** \_\_\_\_\_

**International Marketing (MAR 4156)** \_\_\_\_\_

**Agribusiness and Food Marketing Mgt. (AEB 4342)** \_\_\_\_\_

**International Economic Relations (ECO 3700)** \_\_\_\_\_

**International Trade (ECO 3703)** \_\_\_\_\_

**I have read and understand the provisions of the Course Syllabus.**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

