UNIVERSITY OF FLORIDA
Food and Resource Economics Department
AEB 4342 – Advanced Agribusiness Marketing Management
Spring 2012 – Section 0370 – 3 Credits

Class Days & Time: Tuesdays, 4th period, 10:40-11:30; Thursdays, 4th and 5th periods, 10:40-12:35

Class Location: Room E121, CSE Bldg.

Course Homepage: UF Sakai website.

Prerequisite: AEB 3133 is required.

Instructor: Dr. James Sterns, 1177 McCarty Hall; Phone: 392-1826x222; jasterns@ufl.edu


Other Required Readings: Six case studies will be assigned in this course. These case studies can be purchased on line at http://hbsp.harvard.edu/. The cases are,

- TruEarth Healthy Foods: Market Research for a New Product Introduction, by V. Kasturi Rangan and Sunru Yong, HBSP Product number: 4065-PDF-ENG
- Shiny Provision Store: Retailing Challenges in the Indian Context, by S. Ramesh Kumar and Radhika Vishvas, HBSP Product number: 910A17-PDF-ENG
- The Pub: Survive, Thrive or Die?, by Gina Grandy, Moritz P Gunther, Andrew Couturier, Ben Goldberg, Ian MacLeod, and Trevor Steeves, HBSP Product number: NA0084-PDF-ENG
- Veja: Sneakers with a Conscience, by Kim Poldner and Oana Branzei, HBSP Product number: 910M89-PDF-ENG
- The Dutch Flower Cluster, by Michael E. Porter, Jorge Ramirez-Vallejo, and Fred van Eenennaam, HBSP Product number: 711507-PDF-ENG

Office Hours: MWF 3pm to 4:45pm, or by appointment.

Learning Objectives: Prepare advanced undergraduate students to compete successfully in the global agribusiness sector. Help students learn about and understand how the general principles and analytical tools of marketing are applied within the context of agricultural and food markets, recognizing the unique challenges inherent in these market channels. Give students the opportunity to enhance their analytical and communication skills. Challenge students to think critically, to defend their positions with relevant logic and theory, and to achieve excellence.
Course Description: Application of marketing and management principles to agribusiness and food marketing problems faced by managers. Emphasis on case problems, group projects, oral presentations and written assignments. This course is intended for majors in the agribusiness specialization of Food and Resource Economics.

Format: While the course includes lectures, the primary focus is on subject-matter discussions, and the development and presentation of case study analyses. Emphasis is on the facilitation of learning, realizing that the student must assume ultimate responsibility. The course is designed to be fair, encourage excellence, and provide opportunities for success. Successful students will be actively involved in subject-matter discussions, and case-study presentations and discussions. Students should come to class prepared to contribute to discussions of assigned readings and case-studies.

Exams: There will be three exams, though students will be allowed to drop their lowest exam scores. As each exam will be worth 100 points, each of the two highest scored exams will account for 20% of the final grade (a total of 40% of final course grade), covering information from lectures, discussions, case studies, and reading assignments. The specific date of each exam will be finalized and announced at least one week in advance of the exam. Target dates for exams are March 1, April 19 and May 2.

Attendance and Contribution: 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, and observable effort in the development, writing and presentation of case analyses and memos. No formal grade is given for contribution, but it is tracked and documented. Hence, class attendance is not explicitly monitored and evaluated in terms of your final grade. Attendance, and more importantly, contributing during class, is, however, strongly encouraged and will correlate with better performance on graded materials (i.e., case analyses and examinations).

Course Grades: Grades are neither rewards nor punishments; rather, grades are determined by performance on exams and case study assignments. Weights by category are as follows:
- Exams (2 @ 100 pts each) = 200 pts (40% of final grade)
- Case Studies = 300 pts (60% of final grade)

(Six preliminary analysis submitted for peer-to-peer evaluation @ 10 pts each)
(Six final case analysis, appended to case memos @ 10 pts each)
(Six final case study “CEO Memos” @ 30 pts each)

Course grades will be assigned according to the following scale:

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<tr>
<th>Course Grade</th>
<th>Percentage Grade</th>
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<tbody>
<tr>
<td>A</td>
<td>Your % grade =&gt; 91.00%</td>
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<tr>
<td>A-</td>
<td>91.00% &gt; your % grade =&gt; 90.00%</td>
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<tr>
<td>B+</td>
<td>90.00% &gt; your % grade =&gt; 89.00%</td>
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<td>B</td>
<td>89.00% &gt; your % grade =&gt; 81.00%</td>
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<tr>
<td>B-</td>
<td>81.00% &gt; your % grade =&gt; 80.00%</td>
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<td>C+</td>
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Academic Honesty for this course is specified and explained in the UF Honor Code. In 1995 the UF student body enacted an 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 their words, the Honor Code Preamble: 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 Pledge: 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.

Student Responsibility: Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

Faculty Responsibility: Faculty members have a duty to promote honest behavior and to avoid practices and environments that foster cheating in their classes. Teachers should encourage students to bring negative conditions or incidents of dishonesty to their attention. In their own work, teachers should practice the same high standards they expect from their students.

Administration Responsibility: As highly visible members of our academic community, administrators should be ever vigilant to promote academic honesty and conduct their lives in an ethically exemplary manner (Source: 2010-2011 UF Undergraduate Catalog).

Software Use
As with all courses, the following UF Policy applies to AEB4325: 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.

UF Student Resources, Counseling Services and Services for Students with Disabilities
Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university’s various counseling resources. The following resources are available for all UF students,

- For general student affairs, Dean of Students Office, 392-1261 (after hours, call 392-1111)
- For mental health consultations, Counseling & Wellness Center, 392-1575 (24/7 phone access)
- For physical health consultations, Student Health Care Center, 392-1161
- For victims of sexual assault, Office of Victim Services, 392-5648 (after hours, call 392-1111)
- For career guidance, Career Resource Center, 392-1602, www.crc.ufl.edu
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. Please contact this office at 0020 Reid Hall, 392-8565, www.dso.ufl.edu/drc/.

Critical Dates
Exam 1 – Thursday, March 1
Exam 2 – Thursday, April 19
Final Exam – Wednesday, May 2, 3pm to 5pm
Case 1 Preliminary Analysis, Thursday, January 26
Case 1 CEO Memo, Tuesday, January 31
Case 2 Preliminary Analysis, Tuesday, February 7
Case 2 CEO Memo, Thursday, February 9
Case 3 Preliminary Analysis, Thursday, February 16
Case 3 CEO Memo, Tuesday, February 21
Case 4 Preliminary Analysis, Tuesday, March 20
Case 4 CEO Memo, Thursday, March 22
Case 5 Preliminary Analysis, Thursday, March 29
Case 5 CEO Memo, Tuesday, April 3
Case 6 Preliminary Analysis, Tuesday, April 10
Case 6 CEO Memo, Thursday, April 12

Topical Material to be discussed during the course
Strategic Planning and Marketing Management (Chapter 1)
Marketing Research (Chapter 2)
Consumer Behavior (Chapter 3)
Market Segmentation (Chapter 5)
Product and Brand Strategy (Chapter 6)
New Product Development (Chapter 7)
Integrated Marketing Communications (Chapter 8)
Distribution (Chapter 10)
Pricing Strategy (Chapter 11)
Analytical Tools/frameworks
Boston Consulting Group Portfolio Model
PESTEL
SWOT
Porter’s 5-forces model
Value Chain Analysis
Blue Ocean Strategies
Porters Diamond and Clusters Framework
Triple Bottom-line valuation
AEB 4342, Section 0370 – Advanced Agribusiness Marketing Management – Spring 2012

Name: ___________________________ UFID# __________________________

Local Phone: ___________ Cell Phone: ________________ (Circle Preference)

Preferred E-mail: __________________________________________________________

Hometown/State/Country: ___________________________________________________

Major (College/Dept./Specialization): __________________________ Expected Graduation: ________

Agribusiness/Business or Internship Experience:

Career Objectives:

Goals for this Course:

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)

_____ Principles of Food and Resource Economics, AEB 3133
_____ Principles of Agricultural and Food Marketing, AEB 3300
_____ Commodities to Cafes – Agricultural and Food Marketing in France, AEB4933
_____ Principles of Marketing (e.g., MAR 3023)
_____ International Trade Policy in Agriculture (e.g., AEB 4242)

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

Signature: ___________________________ Date: ___________________________