

# AGBU 4340 – 01 Agribusiness Marketing

## Fall 2017 Syllabus

---

**Instructor**

Dr. Danhong Chen

**Email**

dxc062@shsu.edu

**Phone**

936-294-1214

**Office Location**

Pirkle 440F

**Office Hours**

Monday, Tuesday,  
Thursday: 2pm to 4pm,  
by appointment,  
or stop by if my door is  
open

**Class Hours and Location**

Tuesdays and Thursdays from 9:30 am to 10:50 am at Pirkle 340

**Course Overview**

AGBU 4340-01 is a course designed to study the major marketing strategies and decisions that must be made by agribusiness firms, including target market selection, marketing research, product strategies, distribution channels, pricing, advertising, and market control. The development of a strategic marketing plan for an agribusiness firm will be required. Writing enhanced.

**Course Objectives**

By design, this course aims to provide a practical and straightforward approach to analyzing, planning, and implementing marketing strategies. We will cover a wide range of market research and marketing strategy topics with a goal of being able to use and understand those principles as they apply to practical situations. By the end of this semester, this course will provide you with the following outcomes:

- The tools necessary to identify target markets and consumer trends.
- The ability to conduct sound market research.
- The ability to apply marketing principles to the development of a marketing strategy.
- The ability to develop and enhance marketing strategies for a wide variety of products.
- The ability to assess the influences of consumer trends on the marketing and distribution of food.

**Textbook**

Kotler, P.T. and G. Armstrong. Principles of Marketing (17<sup>th</sup> Edition). Pearson, 2017.

**Course Materials**

Course documents including announcements, review sheets, and additional reading assignments may be posted on Blackboard or distributed in class.

**Grading**

A	> 90%	Marketing Plan 40%
B	80%-89%	Two Exams 30%
C	70%-79%	In-class Exercises 25%
D	60%-69%	Attendance 5%
F	< 60%	Extra Credit Opportunities

Your final grade will be based upon a weighted average of the written and oral presentation of a marketing plan (40%), two exams (15% for each), in-class exercises (25%), and attendance (5%). In addition, extra credit opportunities will be offered throughout the semester.

- **Marketing Plan and Presentation:** Students will form a team within the class and choose an agricultural product/service to create a unique and innovative marketing plan around. The written plan will be limited to five pages (single-spaced) that compile a large amount of research into a fairly condensed, professional format. Your final grade on your marketing plan will be a function of the written plan (15%), oral presentation graded by the professor (15%), and a peer evaluation grade from your group members regarding your contribution and involvement in your team's development of this marketing plan (10%). A 15-20 minute live presentation of the plan will also be required in the last few weeks of the semester. Each group member will be required to have an active role in making the presentations.
- **Exams:** Exam format will vary and may consist of true/false, multiple choice, short answer and essay questions. Questions will come from materials in lectures, assigned textbook chapters, and other readings taken from handouts and internet sites. Review sheets will be given as study guides for the exams.
- **In-class Exercises:** There are in-class exercises in almost every class except for the classes when there is an exam. Exercise format will vary and may consist of true/false, multiple choice, short answer and essay questions. Questions will come from materials in lectures, assigned textbook chapters, and other readings taken from handouts and internet sites.
- **Attendance:** Attendance will be taken each class period. The attendance score represents the percentage of classes that an individual student is present.
- **Extra Credits:** They will be in the form of quizzes, in-class activities, assignments, etc. Extra credits will be given at the discretion of the instructor. In particular, one percentage point will be given to students who have full attendance. Students will get extra credits for attending the field trips.

### Campus Resources

- Academic Success Center for Reading and Writing  
Hours: Monday-Thursday: 8am – 9pm; Friday: 8am – 3pm; Sunday 2 – 7pm  
Location: Farrington Bldg. Room 111  
Phone: 936-294-3680  
Website: <http://www.shsu.edu/centers/academic-success-center/writing/>
- Counseling Center  
Hours: Monday, Thursday, Friday: 8am – 5pm; Tuesday and Wednesday: 8am – 7pm  
Location: 1608 Avenue J  
Phone: 936-294-1720  
Website: <http://www.shsu.edu/dept/counseling/>

### Academic Dishonesty

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

### Student Absences on Religious Holy Days Policy

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20....” A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a

written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see: <http://www.shsu.edu/dept/academic-affairs/documents/aps/students/861001.pdf>

### **Students with Disabilities Policy**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail [disability@shsu.edu](mailto:disability@shsu.edu)). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dotAsset/7ff819c3-39f3-491d-b688-db5a330ced92.pdf>

### **Visitors in the Classroom**

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

### **Attendance Policy in the Department of Agricultural Sciences & Engineering Technology**

- Regular and punctual attendance is expected of each student in the Department of Agricultural Sciences & Engineering Technology at Sam Houston State University.
- Each faculty member will keep a written record of student attendance.
- **If a student misses four or more classes, the student's grade will be reduced by one letter grade.** Additional penalties may be assessed at the discretion of the instructor.
- Three unexcused or unjustified tardies or early departures are considered as one absence.
- Excused absences must be documented by the student with a letter of confirmation from the sponsoring student organization, professor or doctor. Exemptions will include participation in departmental activities when prior approval is attained from the Department Chair.
- No exams or assignments will be given at alternative times unless arrangements are made with the professor/instructor before the scheduled activity occurs.

### **Classroom Rules of Conduct**

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Cellular telephones and pagers must be turned off before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in a directive to leave class. Students who are especially disruptive also may be reported to the Dean of Students for disciplinary action in accordance with university policy.

### **Cell Phone Policy**

The use by students of electronic devices that perform the function of a telephone or text messenger during class-time may be prohibited if deemed disruptive by the instructor to the conduct of the class. Arrangements for handling potential emergency situations may be granted at the discretion of the instructor. Failure to comply with the instructor's policy could result in expulsion from the classroom and failure of the course.

Any use of a telephone or text messenger or any device that performs these functions during a test period is prohibited. These devices should not be present during a test or quiz and should be stored securely in such a way that they cannot be seen or used by the student. Even the visible presence of such a device during the test or quiz period will result in a zero for that test or quiz. Use of these devices during a test or quiz is considered de facto evidence of cheating and could result in a charge of academic dishonesty.

**Use of Tobacco Products on Campus**

The use of tobacco products is prohibited in any Sam Houston State University academic facility. Use of tobacco products includes burning tobacco products, chewing tobacco, and snuff. SHSU instructors teaching off-campus courses will ensure that any rules promulgated by the off-campus entity pertaining to the use of tobacco products in classrooms are followed.

**Copyright Statement**

All materials (handouts, texts, slides, etc.) used in this course are under copyright, and may not be sold, rented, or otherwise transferred for any compensation, including taking notes for others or providing to businesses that sell tutoring or other grade-increasing services.

**THIS SYLLABUS IS SUBJECT TO CHANGE WITHOUT NOTICE**

# Tentative Course Schedule

Week	Date	Chapter*	Topic
1	8/24/2017		Course Introduction
2	8/29/2017	1	Marketing: Creating Customer Value and Engagement
	8/31/2017	2	Company and Marketing Strategy
3	9/5/2017	3	Analyzing the Marketing Environment
	9/7/2017	4	Managing Marketing Information to Gain Customer Insights
<b>4</b>	<b>9/12/2017</b>		<b>No Class</b>
	<b>9/14/2017</b>		<b>No Class</b>
5	9/19/2017	5	Consumer Markets and Buyer Behavior
	9/21/2017	6	Business Markets and Business Buyer Behavior
6	9/26/2017	7	Customer-Driven Marketing Strategy
	9/28/2017	8	Products, Services, and Brands
7	10/3/2017	9	New Product Development and Product Life-Cycle Strategies
	<b>10/5/2017</b>	<b>1-9</b>	<b>Exam 1</b>
8	10/10/2017	10	Pricing: Understanding and Capturing Customer Value
	10/12/2017	11	Pricing Strategies: Additional Considerations
9	10/17/2017	12	Marketing Channels: Delivering Customer Value
	<b>10/19/2017</b>		<b>Field Trip*</b>
10	10/24/2017	13	Retailing and Wholesaling
	10/26/2017	14	Engaging Customers and Communicating Customer Value
11	10/31/2017	15	Advertising and Public Relations
	11/2/2017	16	Personal Selling and Sales Promotion
12	11/7/2017	17	Direct, Online, Social Media, and Mobile Marketing
	11/9/2017	18	Creating Competitive Advantage
13	11/14/2017		Financial Evaluation
	<b>11/16/2017</b>	<b>10-18</b>	<b>Exam 2</b>
<b>14</b>	<b>11/21/2017</b>		<b>Field Trip*</b>
	<b>11/23/2017</b>		<b>Thanksgiving Break No Class</b>
15	11/28/2017		Marketing Plan Preparation
	11/30/2017		Marketing Plan Preparation
<b>16</b>	<b>12/7/2017</b>		<b>Final Marketing Plan Presentations 09:30 a.m. - 11:30 a.m.</b>

\*Field trip dates are tentative and may change depending on the availability of the host organization.