

Agribusiness Entrepreneurship in Food Products Marketing Spring 2017

Instructor:	Dr. Kate Brooks	Email:	kbrooks4@unl.edu
Office:	304C Filley Hall	Phone:	402-472-1749
Office Hours:	I do haven an open-door policy so feel free to stop by anytime. I have set aside Tuesdays from 8:00 - 9:00 a.m. as well as Wednesdays from 3:30 -4:30 p.m. for office hours. You can also set up an appointment by email.		
TAs:	Leslie Harrison	leslielharrison@gmail.com	
	Andrea Ramirez	ramirez_gurney_andrea@hotmail.com	

Class Time and Location: MWF 9 – 9:50 a.m., Plant Science 199

Reference Material:

A textbook is not required for this course, however some of you may find the following book helpful: Kohls, R.L., and J.M. Uhl. 2001. Marketing of Agricultural Products, 9th Ed.

Throughout the semester, additional reading materials and handouts from various publications/sources may be distributed in class or through CANVAS and will serve as text references for some lectures. Additional class materials will also be posted to CANVAS.

Course Description:

This is an introductory course in agribusiness and food products marketing offered for students interested in the marketing of Ag commodities and food products in the agribusiness industry. Students will gain an understandings of how food products move through a food marketing channel to the final point of consumption and the impacts on farm producers, middlemen (processors, wholesalers, retailers, and food services) and consumers.

Course Outline:

- Framework of the Food Marketing System
 - What is Agricultural Marketing and the Food Marketing System
 - Analyzing the food products marketing system
 - Role of production and marketing
 - General food markets and institutions
 - Food consumption and marketing and consumers role
 - Food processing and manufacturing
 - Food wholesaling and retailing
 - Prices and marketing costs
 - Price discovery and exchange function
 - Price trends and competition impacts
 - Food marketing costs
 - Functional and organizational structure
 - Structure & market development and demand impacts
 - Other issues in Agricultural Marketing (as time permits)
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Evaluation:

- **Class attendance:** Each class lecture will consist of attendance points, quiz points and participation points. A total of 5 points may be earned during a class lecture from a combination of these. Students are allowed three absences from class, therefore the lowest three class attendance grades will be dropped and the total grade for your class attendance will be a simple arithmetic average of the remaining day's class attendance points.
 - **Exams:** The class will consist of three midterm exams and a final comprehensive exam. The final exam is optional. With the final exam being optional, there are a few grading options
 - If a student chooses to NOT take the final exam, then the score for the final exam will be the average score of the three midterm exams.
 - If a student chooses to take the final exam, then the score they receive on taking the final exam will be the grade for the final exam
 - Students choosing to take the final exam also have the option of replacing their lowest midterm exam score with the average percentage of the other three exams (two mid-terms and the final), if the average is higher. An unexcused absence on a midterm will receive 0 points which cannot be replaced under this rule.
 - **Marketing Team Project:** Students will be assigned a team project that will apply to the material discussed in this class to an agribusiness marketing problem. Assignments related to the project will be outlined in a separate handout. The project will be comprised of written assignments as well as an oral report. The oral reports will be presented on Monday April 24th and Tuesday April 25th.
 - **Grading:** Course grades will be determined as a weighted arithmetic average based on the following weights:

○ Class attendance	10%
○ Exam 1 (on 02/10)	15%
○ Exam 2 (on 03/17)	15%
○ Exam 3 (on 4/21)	15%
○ Final Exam	20%
○ Marketing Team Project	25%
 - **Grading Policy:** A=90 – 100, B=80-89, C=70-79, D=60-69, F=below 60. Plus and minus grades will be given within these ranges. Students electing to take this course as a Pass/No Pass are expected to earn an average course score of C or better to receive a Pass grade for the course.
 - **Other Grading Notes:**
 - Students are responsible for the material presented during lectures and therefore, responsible for acquiring lecture notes, handouts, or exercises for missed class periods.
 - Students requesting to take a make-up exam, must have approval by the instructor prior to the exam.
 - Final Exam is scheduled for Monday May 1st, 10:00 a.m. to noon.
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Technology:

- **Canvas:** All course material (additional reading materials, handouts, etc.) will be posted on Canvas.
 - **Top Hat:** This course will also be using Top Hat, an online teaching platform that will be used during class lectures. Students should receive an email from Top Hat with instructions to sign up and create an account. Top Hat accounts can be accessed either through an internet browser on a laptop, or through the Top Hat smartphone app. If a student does not have a laptop or smartphone, he/she can check out a laptop through the Nebraska East Union.
 - Top Hat will be the mode for collecting the 5 points from each lecture for the class attendance portion of the grade.
 - **Other Technology:**
 - Students are allowed to use their laptops or smartphones during class **ONLY** for activities related to AECN225/MRKT225/EAEP225
 - Cell phones need to have their volume turned off during class. Do not allow your phone to ring or vibrate in class, as it is disrupting to the class.
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General Information, Policies and Rules:

- 1) All students are expected to be present in all class sessions and actively participate in class discussions.
 - 2) No disruptive behavior and no talking when the instructor or other students are conducting class.
 - 3) Remove hats/caps during class. **Hats/Caps are not allowed during exams.**
 - 4) No tobacco products of any kind will be permitted in the classroom.
 - 5) Do not leave class or begin gathering your belongings until class is dismissed.
 - 6) Revisions to this syllabus may be made at the discretion of the instructor. Changes in dates and topics will be announced in class and may not be communicated in writing.
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Academic Integrity

Students are expected to adhere to guidelines concerning academic dishonesty outlined in Section 4.2 of University's Student Code of Conduct (<http://stuafs.unl.edu/ja/code/>). Students are encouraged to contact the instructor for clarification of these guidelines if they have questions or concerns. The Department of Agricultural Economics has a written policy defining academic dishonesty, the potential sanctions for incidents of academic dishonesty, and the appeal process for students facing potential sanctions. The Department also has a policy regarding potential appeals of final course grades. These policies are available for review on the department's website: (<http://agecon.unl.edu/undergraduate>).

Students with Disabilities Policy

Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the University of Nebraska-Lincoln to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements. To receive accommodation services, students must be registered with the Services for Students with Disabilities (SSD) office, 132 Canfield Administration, 472-3787 voice or TTY.

Emergency Response

The following is provided for student information in the event of an emergency:

- **Fire Alarm (or other evacuation):** In the event of a fire alarm: Gather belongings (purse, keys, cellphone, N-Card, etc.) and use the nearest exit to leave the building. Do not use the elevators. After exiting notify emergency personnel of the location of persons unable to exit the building. Do not return to building unless told to do so by emergency personnel.
- **Tornado Warning:** When sirens sound, move to the lowest interior area of building or designated shelter. Stay away from windows and stay near an inside wall when possible.
- **Active Shooter**
 - **Evacuate:** If there is a safe escape path, leave belongings behind, keep hands visible and follow police officer instructions.
 - **Hide out:** If evacuation is impossible secure yourself in your space by turning out lights, closing blinds and barricading doors if possible.
 - **Take action:** As a last resort, and only when your life is in imminent danger, attempt to disrupt and/or incapacitate the active shooter.
- **UNL Alert** - Notifications about serious incidents on campus are sent via text message, email, unl.edu website, and social media. For more information go to: <http://unlalert.unl.edu>.
- **Additional Emergency Procedures** - Additional information is posted on Blackboard in the Information folder for AECN 345 as well as at http://emergency.unl.edu/doc/Emergency_Procedures_Quicklist.pdf.