

## **Agribusiness Entrepreneurship in Food Products Marketing Spring 2018**

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<b>Instructor:</b>	Dr. Kate Brooks	<b>Email:</b>	<a href="mailto:kbrooks4@unl.edu">kbrooks4@unl.edu</a>
<b>Office:</b>	304C Filley Hall	<b>Phone:</b>	402-472-1749
<b>Office Hours:</b>	I do have an open-door policy so feel free to stop by anytime. I have set aside Tuesdays from 9:00 - 10:00 a.m. as well as Wednesdays from 3:00 - 4:30 p.m. for office hours. You can also set up an appointment through Canvas or by email.		

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

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#### **Reference Material:**

Rhodes, V.J., J.L. Dauve, and J.L. Parcell. (2015). "The Agricultural Marketing System 7<sup>th</sup> Edition". Columbia, MO: Mizzou Publishing. (6<sup>th</sup> Edition would also work).

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.

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#### **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 understanding 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. In particular, we will examine the structure of agricultural markets, the conduct of food marketing firms and the resulting economic performance of the food marketing system.

Although there are no required prerequisites, it is highly recommended students have an introductory microeconomics course prior to AECN 225 such as AECN 141 or equivalent.

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#### **Course Outline:**

- Marketing, Market Competition, and Consumer Markets
  - Introduction to Agricultural Marketing
  - The Competitive Environment
    - Supply & Demand
    - Market Models
  - Functions, Structures, and Alternatives in Agricultural Marketing System
  - Price Determination: Matching Quantities Supplied & Demanded
  - The Domestic Market: A Developed Economy
  - The International Market
- The Marketing System
  - Pricing & Exchange Systems

- Providing Optimum Varieties & Quantities
  - Place and Time Aspects of Marketing
  - Marketing by Farmer Groups: Collective Action
  - Processor Procurement Systems & Marketing
  - Wholesale, Retail, and Food Service Marketing
  - Local Systems
  - Regulation & Food Safety
  - Food Fraud
  - Other issues in Agricultural Marketing (as time permits)
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### Evaluation:

- **Class participation:** Each class lecture will consist of points from attendance, in-class quizzes, in-class projects and participation. A total of 5 points may be earned during a class lecture from a combination of these. Students are allowed **four** absences from class, therefore the lowest **four** 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. NO Make-up attendance points/quizzes will be given as you may drop four.
- **Exams:** Two mid-term exams and a comprehensive final exam will be given. All exams should be considered comprehensive therefore you are responsible of all material covered prior to the exam. A calculator is acceptable and recommended for the exam. Calculators used for exams must be a standalone device, that is to say, calculators on cell phones, PDAs, or other electronic devices are NOT permitted during the test. No other notes, material or technology may be used during exams unless specifically authorized by the instructor.
  - The lowest midterm exam score may be replaced by the average percentage score of all three exams (two mid-terms and the final), if higher. An unexcused absence on a midterm will receive 0 points which cannot be replaced under this rule. The final exam may also not 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 comprise of written assignments as well as an oral report. The oral reports will be presented on Monday April 23<sup>rd</sup> and Tuesday April 24<sup>th</sup>.
- **Grading:** Course grades will be determined as a weighted arithmetic average based on the following weights:
 

○ Class participation	20%
○ Exam 1 (tentatively on 02/9)	20%
○ Exam 2 (tentatively on 03/16)	20%
○ Final Exam (5/2 at 10 a.m.)	20%
○ Marketing Team Project	20%
- **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 Wednesday May 2<sup>nd</sup>, 10:00 a.m. to noon.
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**Technology:** While this is an **on-campus** class, some technology is needed.

- **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 in regards to 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 lectures 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.
  - **Calculators:**
    - Basic, standalone calculators may be used on exams. Students may not use the calculators on their cell phones or their laptops during the exam.
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**General Information, Policies and Rules:**

- 1) This is an on-campus based class and 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](http://emergency.unl.edu/doc/Emergency_Procedures_Quicklist.pdf).