

# Agribusiness Entrepreneurship in Food Products Marketing Spring 2020

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**Instructor:** Dr. Kate Brooks  
**Office:** 304C Filley Hall  
**Email:** [kbrooks4@unl.edu](mailto:kbrooks4@unl.edu)  
**Phone:** 402-472-1749  
**Office Hours:** I do haven an open-door policy so feel free to stop by anytime. To guarantee that I am in my office, you can also set up an appointment through Canvas or by email.

**TA:** Kara Zimmerman [kzimmerman7@unl.edu](mailto:kzimmerman7@unl.edu)

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**Class Time and Location:** MWF 11:00 a.m. – 11:50 a.m., FOOD – 42 East Campus

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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:

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.

This is an introductory course in agribusiness and food products marketing offered for students interested in the marketing of agricultural 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. 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.

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**Course Topics:** (Tentative schedule will be posted and updated in Canvas throughout the semester)

- 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
  - Other issues in Agricultural Marketing (as time permits)
    - Local Systems
    - Regulation & Food Safety
    - Food Fraud
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### Evaluation:

- **Class participation & attendance:** Class participation and attendance is expected. While PowerPoint slides are provided in Canvas, these serve as an outline only and students are expected to attend class to take notes and join in on discussion. Attendance will be taken daily and you must be present for the attendance to be counted. The attendance may be taken at any time within the 50 minute class period. Students are allowed 3 absences from class during the semester. Attendance grades will be based on the percentage of classes attended rounded in excess to the closest ten (dropping 3 class periods). Disruptive behavior or lack of participation may result in lower grades or scores than expected by a student. Students may also receive additional points for participating in lectures and discussions.
  - Throughout the semester we will have guest speakers come to the class. Students who pay attention and ask questions, may receive additional points. Any student not paying attention, playing on cell phones, laptops, tablets or other electronics will automatically lose that days attendance points. Please be prepared to ask questions as they are in the class for your benefit.
- **Quizzes:** Quizzes will be administered through Canvas. There will be a quiz at the end of every week as well as a syllabus quiz for a total of 13 Canvas quizzes. The weekly quizzes will open Friday after class and be available until the following Sunday at 11:59 p.m. The time allowed to complete the quiz once started will vary depending on quiz material and length. Students will have one attempt to take the quiz. These quizzes will cover material from previous lectures. Unannounced in-class quizzes will be given at the discretion of the professor, and may serve as attendance type quizzes. Students may **drop the three lowest quiz scores** from the final grade tabulation. **No make-up quizzes will be given** as you are allowed to drop three.
- **Homework:** Homework will be assigned throughout the semester. Homework may be assigned as in-class assignments or take-home assignments. Homework must be typed, organized and submitted through Canvas prior to the due date, unless otherwise specified by the instructor. Scores on assignments will be reduced by 10% for every day they are late. Assignments will not be accepted a week past the due date. Students with an excused absence that miss in-class assignments will have one week from the time of the missed class to turn in the assignment.
- **Exams:** Three exams will be given during the semester. The exams are tentatively scheduled for February 17th, March 20th, and during the final exam period (Monday, May 4th from 10 a.m. to 12 p.m.) Each exam is comprehensive in nature as the material builds upon itself, therefore, you are responsible for 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. *Students requesting to take a make-up exam, must have approval by the instructor prior to the exam.*

- **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 comprise of written assignments as well as an oral report. The oral reports will be presented during the afternoon and evening of Monday April 27<sup>th</sup> and Tuesday April 28<sup>th</sup>.
- **Grading:** Course grades will be determined as a weighted arithmetic average based on the following weights:
  - Class participation & Attendance 10%
  - Quizzes 10%
  - Homeworks 15%
  - Exam 1 (tentatively on 02/17) 15%
  - Exam 2 (tentatively on 03/20) 15%
  - Exam 3 (5/4 at 10 a.m.) 15%
  - Marketing Team Project 20%
- **Grading Policy:** Final course grades are calculated as follows: A+=96.67-100%; A=93.34-96.66; A-=90-93.33; B+=86.67-89.99; B=83.34-86.66; B-=80-83.33%; C+=76.67-79.99; C=73.34-76.66; C-=70-73.33%; D+=66.67-69.99; D=63.34-66.66; D-=60-63.33%; F<60%.
- **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.

**Technology:** While this is an **on-campus** class, some technology is needed.

- **Canvas:** All course material (additional reading materials, handouts, etc.) and grades will be posted on Canvas. Weekly quizzes and homeworks will also be assigned through Canvas.
- **Other Technology:**
  - Students are allowed to use their laptops or smartphones during class **ONLY** for activities related to AECN225/MRKT225/EAEP225.
  - Electronics need to have their volume turned off during class.

### **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) Remove hats/caps during class. **Hats/Caps are not allowed during exams.**
- 3) No tobacco products of any kind will be permitted in the classroom.
- 4) Do not leave class or begin gathering your belongings until class is dismissed.
- 5) 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.

## 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://stuaafs.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).