

MISSOURI STATE UNIVERSITY

AGB334 (section 899)
Marketing Agricultural Products
Fall 2015

Arrangement

Instructor: Dr. Arbindra Rimal
Office: 219 Karl's Hall
Secretary: 836-5638
Phone: 836 5094 (office) 881 6211 (home) 619 2735 (cell)
E-Mail: arbindrarimal@missouristate.edu
Course Prerequisite: AGB 144 or ECO 165

Graduate Assistant: Jennifer Muzinic
E-Mail: Moldovan, Jennifer <Moldovan91@live.missouristate.edu>

Course Description

Marketing functions and agencies involved in the movement of farm products from producers to consumers. Explains how the economic behaviors of the farmers, marketing agents and consumers affect the organization and performance of the food markets.

Course Objectives

During the semester, you will be involved in learning activities such as class discussions, case studies and group exercises. These activities are designed to help you meet the following objectives:

1. Develop an appreciation and understanding of the marketing activities, marketing functions, and institutional arrangements in the food system.
2. Explain how the economic behavior of the farmers, food firms and consumers affect the organization and performance of food markets and analyze the role of prices, economic forces, and competition in the food market
3. Develop the ability to apply concepts from marketing and economics in the development of marketing strategies and in the solution of marketing problems.
4. Develop and refine essential communication skills, which are necessary for a successful career in food marketing.

Resources

R. Kerin, S. Hartley, and W. Rudelius "Marketing". McGraw Hill, 12th Edition (version customized for MSU students)

Kohls, Richard L. and Joseph N. Uhl. *Marketing of Agricultural Products, 9th Edition*. Prentice Hall (chapters posted as handouts)

Discussion casestudies will be posted on the *Blackboard*

Expectations from the students

- 100% effort
- Eager to participate
- DESIRE TO LEARN

Discussion of Articles

Articles are selected to relate the materials taught in the classroom, for example consumer behavior, farm bill, commodity check-off and challenges faced by livestock operators. Articles will be available on Monday morning. Students are expected to complete a written assignment based on the article by the end of the week. The assignment need to be dropped off on the *Blackboard*. The discussion on the article begins on following

Monday continues for the rest of the week. The discussion will be conducted through *Discussion Board*. Grades for each article will be based on 1) written assignment and 2) active participation in the discussion (number of time and quality of the participation).

Grade Determination

- Articles 75 Points (written assignments 5 articles @ 10 points each; participation 5 articles @ 5 points each)
- LearnSmart Assignments 100 Points using e-connect
- Chapter Quizzes: 10 for 10 points each for 100 Points
- Four hourly exams (100 points each) 400 Points

*hourly exams and final exams will be proctored.

Total Points = 675

The following grade classifications will normally prevail: A=93% and above; A-=90% to 92%; B+=87% to 89%; B=84% to 86%; B-=80% to 83%; C+=77% to 79%; C=74% to 76%; C-=70% to 73%; D+=67% to 69%; D=64% to 66%; D-=60% to 63%; and F= below 60%.

No one needs to fail.

Examination Dates

Exam 1 : 9/23 to 9/25/2015

Exam 2 : 10/21 to 10/23/2015

Exam 3 : 11/18 to 11/20/2015

Exam 4 : 12/07/2015 to 12/11/2015 (Final exam)

WILLIAM H. DARR SCHOOL OF AGRICULTURE EXPECTATIONS: As mentors and teachers we are committed to providing a high quality learning experience that prepares students for successful career and fulfilling lives, we have the expectation of the ethical behavior, a teachable attitude, and respect to be demonstrated in the classroom and beyond.

Tobacco Use Policy: As of August 15, 2012, Missouri State University is a **smoke-free campus**. The Karls Hall, Pinegar Arena and Bond Learning center are all **TOBACCO FREE** facilities.

UNIVERSITY POLICIES:

Academic Integrity Policy: Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the university's student honor code, *Student Academic Integrity Policies and Procedures* at the following website:

<http://www.missouristate.edu/academicintegrity/70990.htm> Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy.

Nondiscrimination Policy: Missouri State University is an equal opportunity/affirmative action institution and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the Office for Institutional Equity and Compliance, Park Central Office Building, 117 Park Central Square, Suite 111, (417) 836-4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Head. Please visit the Office for Institutional Equity and Compliance website at <http://www.missouristate.edu/equity>.

Disability Accommodation: To request academic accommodations for a disability, contact the Director of the Disability Resource Center, Plaster Student Union, Suite 405, (417) 836-4192 or (417) 836-6792 (TTY), www.missouristate.edu/disability. Students are required to provide documentation of disability to the Disability Resource Center prior to receiving accommodations. The Disability Resource Center refers some types of accommodation requests to the Learning Diagnostic Clinic, which also provides diagnostic testing for learning and psychological disabilities. For information about testing, contact the Director of the Learning Diagnostic Clinic, (417) 836-4787, <http://psychology.missouristate.edu/ldc>.

Emergency Response Statement: Students who require assistance during an emergency evacuation must discuss their needs with their professors and the Disability Resource Center. If you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. For additional information, students should contact the Disability Resource Center, 836-4192 (PSU 405), or Larry Combs, Interim Assistant Director of Public Safety and Transportation at 836-6576. For further information on Missouri State University's Emergency Response Plan, please refer to the following web site: <http://www.missouristate.edu/safetran/erp.htm>

Policy Regarding Dropping a Class: It is your responsibility to understand the University's procedure for dropping a class. If you stop attending this class but do not follow proper procedure for dropping the class, you will receive a failing grade and will also be financially obligated to pay for the class. For information about dropping a class or withdrawing from the university, contact the Office of the Registrar at 836-5520.

Other important dates and deadlines: Academic Calendar:
<http://calendar.missouristate.edu/academic.aspx>

AGB 334 Course Outline Fall '15

The course is organized into four modules, each of which is briefly described including the pertinent chapters in the text book and case studies:

Module I: Introduction and survey of institutions in the food marketing system.

In this module, we examine several different approaches to the study of food marketing. Each approach allows us to simplify our study of food marketing by focusing our attention on (a) specific functions of the marketing system (b) institutional levels such as food processing or food retailing, and (c) systems involved in the flow of food products from the farm to the consumer. These approaches help us develop a “big picture” or macro view of food marketing.

Food marketing is a value-added process. This process begins with farmers and ranchers, but a large share of the value of the foods we eat result from down stream marketing activities. In this module we will focus specifically on the status and marketing challenges of (A) farm enterprises, (B) firms in the food-processing sector, and (C) firms in the food wholesaling and retailing sectors. In our analysis, we will examine the marketing strategies employed by firms in each of these sectors.

Chapters in the Texts: *Marketing of Agricultural Products (KU) and Marketing (KHR)*

- Chapter 1 *Creating Customer Relationships and Value through Marketing* (Marketing Custom Book by KHR)
- Chapter 1 *Introduction to Food Marketing* (Ag book by KU)
- Chapter 5 *Developing New Products and Services* (Marketing Custom Book by KHR)
- Chapter 6 *Managing Successful, Products, Services and Brands* (Marketing Custom Book by KHR)
- Chapter 3 *Agricultural Production and Marketing* (Ag book by KU)
- Chapter 5 *Food Processing and Manufacturing* (Ag book by KU)
- Chapter 10 *Managing Marketing Channels and Supply Chains* (Marketing Custom Book by KHR)
- Chapter 11 *Retailing and Wholesaling* (Marketing Custom Book by KHR)
- Chapter 6 *Food Wholesaling and Retailing* (Ag book by KU)

Module II: Consumer theory and food marketing.

How can firms satisfy consumer wants if they don't know what these wants are or how they are formed? In this module, we examine consumer behavior with regard to food and non-food choices.

Chapters in the Texts: *Marketing of Agricultural Products (KU) and Marketing (KHR)*

- Chapter 2 *Understanding Consumer Behavior* (Marketing Custom Book by KHR)

Chapter 3 *Understanding Organizations as Customers* (Marketing Custom Book by KHR)
 Chapter 4 *Market Segmentation, Targeting, and Positioning* (Marketing Custom Book by KHR)
 Chapter 4 *Food Consumption and Marketing* (Ag book by KU)

Module III: Food and agricultural prices.

In a free market economy, prices direct economic activity by answering such questions as: what to produce, how to produce, how much to produce, and how to distribute production. In this module, we identify factors that influence prices for agricultural products. The fundamentals of pricing will be explored first. Various pricing strategies by food as well as nonfood companies will be examined.

Chapters in the Texts: *Marketing of Agricultural Products* (KU) and *Marketing* (KHR)

Chapter 8: *Price Analysis and Exchange Functions* (Ag book by KU)
 Chapter 7: *Building the Price Foundation* (Marketing Custom Book by KHR)
 Chapter 8: *Arriving at the Final Price* (Marketing Custom Book by KHR)
 Chapter 9: *Competition in Food Market* (Ag book by KU)
 Chapter 10: *Farm and Food Prices* (Ag book by KU)
 Chapter 20: *Risk Management and Futures Market* (Ag book by KU)
 Chapter 21: *Government Price, Income and Marketing Program* (Ag book by KU)

**AGB 334
 Tentative Course Schedule
 Fall '15**

Topics	Lecture Number and Week
<i>Introduction To Food Marketing (Chapter 1 KU and Chapter 1KHR)</i>	Lecture 1 Week 1 (8/19-8/21)
<i>Agricultural Production and Marketing (Chapter 3 KU and Chapter 5 KHR)</i>	Lecture 2.1, Week 2 (8/24); Lecture 2.2, Week 2(8/26) and Lecture 2.3 (8/28)
<i>Managing Successful Products, services, and brands by Food Processer and Manufacturer (Chapter 5 KU and Chapter 6 KHR)</i>	Lecture 3.1, Week 3(9/2); Lecture 3.2, Week 4 (9/7); Lecture 3.3 Week 4 (9/11)
<i>Food Marketing Channel and Supply Chain (Chapter 6 KU and Chapter 10 KHR)</i>	Lecture 4.1, Week 5(9/14); Lecture 4.2, Week 5 (9/18); Lecture 4.3 Week 6 (9/21)
<i>Exam 1</i>	Log in anytime from 9/23 to 9/25 (80 minutes, complete in one log_in; proctored)
<i>Food Retailing and Wholesaling (Chapter 6 KU and Chapter 11 KHR)</i>	Lecture 5.1, Week 7(9/28); Lecture 5.2, Week 7 (9/30); Lecture 5.3 Week 7 (10/2)
<i>Food Consumption and Marketing</i>	Lecture 6.1 and 6.2, Week 8 (10/5, 10/7);

<i>(Chapter 4 KU and Chapter 2 KHR)</i>	Lecture 6.3 and 6.4 Week 9 (10/12, 10/14)
<i>Organizational Market and International Food Trade (Chapter 7 KU and Chapter 3 KHR)</i>	Lecture 7.1, 7.2, Week 10 (10/19 and 10/21);
Exam 2	Log in anytime from 10/21 to 10/23 (80 minutes, complete in one log_in; proctored)
<i>Market Segmentation (Chapter 4, KHR)</i>	Lecture 8, week 11 (10/26 and 10/28)
<i>Price Analysis and Exchange Functions (Chapter 8 KU and Chapter 7 and 8 KHR)</i>	Lecture 9.1, 9.2, and 9.3, Week 12 and 13 (11/2, 11/4 and 11/9); Lecture 9.4 and 9.5 Week 12 and 13 (11/13 and 11/16)
Exam 3	Log in anytime from 11/18 to 11/20 (80 minutes, complete in one log in; proctored)
<i>Farm and Food Prices (Chapter 10 KU)</i>	Lecture 10, Week 15 (11/30)
<i>Competition in Food Market (Chapter 9 KU)</i>	Lecture 11.1, 11.2 Week 15 (12/2) and Week 15 (12/02)
<i>Government Price, Income, and Marketing Program and Farm Bills (Chapter 21 KU)</i>	Lecture 13 Week 15 (12/03)
Exam 4	Log in anytime on 12/07 to 12/11 (90 minutes, complete in one log in)