

**AGRICULTURAL ECONOMICS 426**  
**MARKETING MANAGEMENT OF AGRICULTURAL BUSINESS**  
**FALL 2007**

**Professor**

Dr. Christine A. Wilson  
687 Krannert  
494-4299  
[wilson1@purdue.edu](mailto:wilson1@purdue.edu)

**Teaching Assistants**

Jill Williams  
[jfbrinke@purdue.edu](mailto:jfbrinke@purdue.edu)

Megan Sheely  
[msheely@purdue.edu](mailto:msheely@purdue.edu)

**Assistants**

Marsha Pritchard  
681 Krannert  
494-0889  
[mpritcha@purdue.edu](mailto:mpritcha@purdue.edu)

Penny Pava  
681 Krannert  
494-4201  
[pavap@purdue.edu](mailto:pavap@purdue.edu)

Monday thru Friday 8:00 am–2:30 pm; (Lunch 12:30-1:00 pm)

**Office Hours**

I will generally maintain an “open door” policy, so you are welcome to come by any time with questions, but if you do want to ensure that I will be available, I suggest making an appointment. Due to my course teaching schedule, I am generally not available Tuesday/Thursday 8:00-10:30 am and 12:00-5:00 pm, or Wednesday 10:00-11:30 am and 12:00-5:00 pm. Marsha Pritchard will know my daily availability, so you may check with her. If you call or stop by and I am not available, please leave a message, and I will get back to you as soon as possible. You may also contact me by e-mail. I generally respond as soon as possible.

My teaching assistants may also have office hours.

**Course Description**

AGEC 426 is a study of the major components of marketing decisions made by agribusiness firms. The course examines the marketing process, market research, marketing opportunities, and marketing strategies. Students will work on developing skills for evaluating and making marketing decisions.

**Prerequisites**

Either MGMT 200 or AGECE 311; and either AGECE 220, AGECE 330, or senior status.

**Course Objectives:**

After completing the course, students should be able to:

1. Understand the principles of marketing management;
2. Demonstrate skills in strategic marketing management;
3. Evaluate marketing strategies and programs.

**Text:**

Kotler, P., and G. Armstrong. *Principles of Marketing*, 12<sup>th</sup> Ed., Pearson Prentice Hall, 2008.

You have the alternative option of purchasing the online SafariX version of the text. According to the publisher, the online version is identical to the print version and approximately ½ the cost of the print book. According to the publisher, you can go to [www.safarix.com](http://www.safarix.com) and subscribe with a credit card.

Regardless of which text option you select, you are responsible for completing assignments on time. Internet or computer problems are not acceptable reasons for inability to complete an assignment on time.

### **Method of Instruction**

The instruction will consist of:

1. lecture/discussion sessions;
2. class participation and quizzes;
3. homework assignments;
4. marketing project; and
5. exams.

### **Lecture/Discussion Sessions**

Lectures and discussions will provide major marketing management concepts and applications.

### **Class Participation & Quizzes**

Class participation is expected. Throughout the semester there will be in-class discussions and exercises. There may also be announced and unannounced quizzes during the semester. Students must take quizzes or complete discussion exercises when they are given in class. No make-up exercises or quizzes will be given. **Disruptive behavior or lack of participation may result in lower grades or scores than expected by a student.** A student's lowest participation/quiz score (that is one score) will be dropped prior to the final grade calculation. A student's lowest participation **cannot/will not** come from any of the group project presentation days, i.e., all students must attend all project presentations.

### **Homework**

Homework will be assigned. Homework is due at the start of the class period on the date due. Late assignments will be accepted up to one class period late, however, the score will be penalized 20%. No homework will be accepted more than one class period after it is due. Please make sure your homework is legible and organized. I encourage you to work together with others on homework problems, but each student is expected to express his/her own ideas in written answers and to hand in his/her own work.

### **Marketing Project**

Students will work in groups on a marketing project. Each group will prepare a written report and give an oral presentation about its project.

### **Exams**

Two mid-term exams and one final exam are planned. The final exam may be comprehensive. Exams will generally consist of essay and short answer questions, problems, and multiple choice and/or true-false questions. The exams will be closed-book and will represent your own work. No make-up exams will be given. If you cannot take an exam when scheduled due to a last minute unforeseen occurrence, you must notify me **in advance** and make arrangements for an alternative date and time. **Failure to do so will result in a zero on the exam.**

### **Attendance**

Attendance is expected. Seating will be assigned so that I can learn each of your names and to facilitate handing papers back. I recommend letting me know in advance if you are going to be absent from class.

### **Grading**

Grades will be assigned on a 90/80/70/60 curve for A/B/C/D/F, respectively. Your final course grade will be derived based on the following weighting system:

<u>Activity</u>	<u>Percent of Final Grade</u>
Homework	30%
Marketing Project	15%
Exam #1	15%
Exam #2	15%
Exam #3	15%
Participation/Quizzes	10%

On any assignment or exam, if you feel that you deserve more credit than you received, come see me in my office. You have one week from the time a paper is returned to you to ask for a re-evaluation. **I will re-grade the entire assignment or exam. This means that you may receive additional points on one question, but may lose points on other questions.**

### **Cell Phones**

Cell phones and any similar electronics should be turned off during class and not used. Abuse of this policy will negatively impact your participation score. You will be penalized 25-100% of participation points for any day.

### **Course Web Page**

Some course materials will be available via WebCT Vista. The course web page can be accessed at <http://www.itap.purdue.edu/tlt/ecourses/index.cfm> . Log on using your Purdue Career account username and password.

### **Academic Honesty and Honor System**

University policy on academic misconduct is clear – academic dishonesty in any form is strictly prohibited. Instances of academic dishonesty will be referred to the Dean of Students for disciplinary action. Penalties are severe and may include failure on the exam, quiz, paper, or project, failure in the course, and/or expulsion from the University. The risks associated with academic dishonesty far outweigh the perceived benefits. Academic dishonesty includes citing someone else’s work as your own, using unauthorized “crib sheets” during exams, or sharing your answers with someone else. On all assignments, examinations, quizzes, or other course work undertaken by students, the following pledge is implied, whether or not it is stated: *“On my honor, as a student, I have neither given nor received unauthorized aid on this academic work.”* If you are unsure whether an action you are considering constitutes academic dishonesty, seek clarification from your instructor. For more information on the student conduct code and your rights and responsibilities, please visit the web page at: [www.purdue.edu/ooop/univregs/pages/stu\\_conduct/stu\\_conduct.html](http://www.purdue.edu/ooop/univregs/pages/stu_conduct/stu_conduct.html) .

### **Students with Disabilities:**

If you have a disability that requires special academic accommodation, please make an appointment to speak with me within the first three weeks of the semester in order to discuss any adjustments. It is important that we talk about this at the beginning of the semester. Please note that university policy requires all students with disabilities to be registered with Adaptive Programs in the Office of the Dean of Students before classroom accommodations can be provided.

**AGEC 426 MARKETING MANAGEMENT OF AGRICULTURAL BUSINESS  
FALL 2007 TENTATIVE COURSE OUTLINE & SCHEDULE**

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Date	Topic	Readings Assigned / HW Due
T 8-21	Course Overview & Marketing Process	Chapter 1
U 8-23	Marketing Process; Strategic Planning	Chapter 1, Chapter 2
T 8-28	Strategic Planning	Chapter 2
U 8-30	Marketing Environment	Chapter 3; <b>HW 1</b>
T 9-4	Marketing Information	Chapter 4
U 9-6	Consumer Marketing	Chapter 5; <b>Project Groups</b>
T 9-11	Consumer Marketing and Consumer Behavior	Chapter 5; <b>HW 2</b>
U 9-13	Business to Business Marketing	Chapter 6
T 9-18	Marketing Segmentation	Chapter 7; <b>Project Topics</b>
<b>U 9-20</b>	<b>Exam #1</b>	
T 9-25	Market Segmentation; Product Strategies	Chapter 7; Chapter 8
U 9-27	Product, Service, & Branding Strategies	Chapter 8
T 10-2	Product Life-Cycle Strategies	Chapter 9; <b>HW 3</b>
U 10-4	Pricing Products	Chapter 10
T 10-9	Fall Break— No Class	
U 10-11	Pricing Strategies	Chapter 11; <b>HW 4</b>
T 10-16	Marketing Channels	Chapter 12; <b>Project Outlines</b>
U 10-18	Retailing and Wholesaling	Chapter 13
<b>T 10-23</b>	<b>Exam #2</b>	
U 10-25	Integrated Marketing Communications	Chapter 14
T 10-30	Advertising, Sales Promotion, & Public Relations	Chapters 15-16
U 11-1	Personal Selling & Direct Marketing	Chapters 16-17
T 11-6	Creating Competitive Advantage	Chapter 18; <b>Project Papers</b>
U 11-8	Presentations	
T 11-13	Presentations	<b>HW 5</b>
U 11-15	Presentations; Course Evaluations	
<b>T 11-20</b>	<b>Exam #3</b>	
U 11-22	Thanksgiving Vacation—No Class	

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**AGEC 426 MARKETING MANAGEMENT OF AGRICULTURAL BUSINESS  
FALL 2007 TENTATIVE COURSE OUTLINE & SCHEDULE (CONTINUED)**

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<u>Date</u>	<u>Topic</u>	<u>Readings Assigned / HW Due</u>
T 11-27	To be announced	
U 11-29	To be announced	
T 12-4	To be announced	
U 12-6	To be announced	
Week of 12-10	Final Exams Week	

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