

AGSC 303 Food & Agricultural Marketing

Fall, 2004; 3 credit hours
Mon., Wed., Fri., 9:30 - 10:20; BT 202A

Dr. Michael Seipel

155 Barnett Hall
Office Phone: 785-4316
Home Phone: 660-768-5744
E-mail: mseipel@truman.edu
Home Page: www2.truman.edu/~mseipel/

Office Hours:

Mon., Wed., Fri. 10:30 – 11:30
Tuesday, Wed & Thursday, 1:30-2:30
Other times by appointment or
feel free to stop by anytime.

Course Description

This course examines the structure of agricultural input and food markets in the United States, explores the functional stages and strategies associated with marketing food and fiber products, and investigates alternative marketing strategies and pathways for food and fiber.

Prerequisites: AGSC 102, 260 OR ECON 201 (Microeconomics)

Course Objectives

1. To provide students with an understanding of the structure of the U.S. agri-food marketing system and its linkages to international markets, especially the channels used to market **agricultural commodities**.
2. To familiarize students with the strategies and techniques used to market **differentiated food products**.
3. To provide students with experience in conducting **market research** and applying findings to the development or refinement of a **marketing plan**.

Required Text

Jarboe, Glen R. *The Marketing Research Project Manual*. South-Western Publishing. 1998 (4th edition).

Additional Text Available on Library Reserve

Richard L. Kohls and Joseph N. Uhl. *Marketing of Agricultural Products*. Upper Saddle River, NJ: Prentice Hall, 8th edition, 1998 (*or later edition*). (esp. Ch. 13, 14, 20, 23, 26)

Kotler, Philip and Gary Armstrong. *Principles of Marketing*. Upper Saddle River, NJ: Prentice Hall, 8th edition, 1999.

Additional readings will be made available via the Internet or Reserve.

Course Format and Basis for Evaluations

The course will be based on reading and discussion of the course text, lectures, and supplementary materials. Major assignments for the semester include three in-class exams, an individual paper, and a market research project, to be completed as a group project, which

includes a paper and presentation. Because students will learn more from discussions with other class members than from just reading the text, attendance at and participation in class meetings is essential.

Possible points for the course are as follows:

Item	Points
In-class exams	100 x 3 = 300
Product Paper	100
Market research paper	100
Market research presentation	50
Attendance, Discussion & Class Participation	50
Homework, field trips, & miscellaneous	100
Total	700

Points earned by each student over the course of the semester will be summed and final grades will be based on the percentage obtained by dividing each student's total score by the total points possible. Final grades will be calculated on a straight scale (A= 90%+, B=80-89.9%, C=70-79.9%, D=60-69.9%, F=Below 60%), with any lowering of grade thresholds made at the instructor's discretion, based on the score distribution.

Attendance Policy

All deadlines and examination dates must be met unless you make prior arrangements with the instructor and have a valid excuse. Attendance at and participation in class sessions is required, and will affect your grade through discussion and participation points. Each student will be allowed one unexcused absence for the semester. *Each additional unexcused absence will result in 5 points being deducted from your discussion/participation points.*

Statement on Academic Integrity:

I expect students to maintain the highest standard of academic honesty, and students should hold that same expectation of me and of other students. This means that each student must do his or her own work on assignments, tests, and papers. Teamwork is acceptable and encouraged on team projects, homework, papers and other "non-test" assignments; even so, the work ultimately produced and submitted by the student should be the product of his or her intellectual and physical effort. Any suspected incident of cheating or plagiarism will be discussed with the student and appropriate follow-up action (warnings, reduction of grade for assignment or class, and referral to Student Affairs) taken as deemed necessary

Paper: From Conception to Consumption—Tracing the Market Path of a Food Product

Most consumers never realize (or even stop to think about) the many miles and myriad of processing stages that a raw farm commodity travels to reach their local supermarket or restaurant kitchen. For this paper, you will select a differentiated consumer product from the food and agriculture sectors. You will analyze the path that this product travels to reach the consumer. Your analysis will focus on identification of the target market(s) for the product, elucidation of market segmentation choices made by the manufacturer/marketer, and description of the differentiation and position strategies employed by the company.

Market Research Project

An important part of the marketing process is the market research that takes place “behind the scenes”, to help marketers more precisely identify consumer preferences and willingness to pay for product innovations. You will gain first-hand experience with market research for a locally-produced agricultural product, by reviewing past market research for similar products, designing a consumer survey, hopefully administering that survey to potential consumers, and writing up your findings. This will be undertaken as a group project, and will be discussed more fully in class.

Course Topics

❖ Introduction

- Overview of the food and agricultural marketing system
- Commodities versus differentiated products

❖ Commodity Marketing

- Cattle and beef marketing
- Hog and pork marketing
- Grain marketing
- Futures & Options Markets
- Generic advertising/promotion (checkoff programs)

❖ Marketing of differentiated products

- Bases of differentiation; positioning; branding
- Advertising and promotion

❖ Emerging alternatives for food/agriculture marketing

- Cooperatives
- Farmers markets
- Internet marketing

- Agritourism
- “Value-added” processing of corn and soy—commodity or differentiated product?

❖ **Marketing research**

- Types of marketing research (methodologies)
- Formulating the research question and defining objectives
- Designing the instrument
- Sampling
- Data collection and tabulation
- Data analysis (using SPSS)
- Writing the report
- Incorporating results into the marketing plan

Semester Layout and Tentative Assignment Deadlines

Week	Dates	Holidays, etc.	Readings	Assignment
1	8/30-9/3			
2	9/6-9/10	6 th No class		
3	9/13-9/17			
4	9/20-9/24			F 9/24 Exam 1
5	9/27-10/1			
6	10/4-10/8			
7	10/11-10/15	15 th No class		W 10/13 Paper Due
8	10/18-10/22			
9	10/25-10/29			F 10/29 Exam 2
10	11/1-11/5			
11	11/8-11/12			
12	11/15-11/19			
13	11/22-11/26	24 th & 26 th No class		
14	11/29-12/3			
15	12/6-12/10	10 th Last class		M 12/6 Exam 3
16	12/13-12/17	15 th Reading Day		T 12/14 (finals time): Marketing Research Project presentation and Paper