

AGB 318
Global Agricultural Marketing
Spring Quarter 2018

INSTRUCTOR

Cristina Connolly
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OFFICE HOURS

12:10-2 Monday
12:10-2 Wednesday

CLASS HOURS

MW (4:10-6)

CLASS LOCATION

10-206

CLASS WEBSITE PolyLearn

COURSE DESCRIPTION

This course introduces the concept of global marketing, with an emphasis on applications to real-world problems. Topics covered will include historical, geographical and cultural marketing concerns, as well as region-specific dynamics.

The student will learn from a variety of formats. In-class exercises, homework exercises, quizzes, exams and projects will be used to help the student learn the professional sales concepts. The student will then apply these concepts to real world scenarios.

LEARNING OUTCOMES:

By the end of the course you should be able to:

- 1) Describe the changing functions, challenges, and key trends of global food marketing
- 2) Explain how the economic behavior of producers, retailers, and consumers affects the organization and performance of global food markets
- 3) Contribute to debates about international food marketing

All students are expected to participate in class discussions and be prepared to engage in discussions of real-world questions.

COMMUNICATION

PolyLearn will be the main portal for *electronic* communication outside of class. All assigned readings will be posted on PolyLearn, and you are expected to be checking this page on a daily basis. The best way to contact me is through e-mail, and I usually reply within 24 hours on weekdays.

GRADING

Grading will consist of

- Reading Quizzes/Participation
- In-Class Presentation
- Homework Assignments
- Final Project
- Final Exam

Quizzes: These in-class quizzes will be used to assess your understanding of the reading. You may use any *handwritten* notes you have taken.

Participation: Throughout the quarter you will be asked to use PolyLean forums to write short responses to reading prompts. There may be other activities as well, including attendance.

In-Class Presentation: Every Wednesday as scheduled, 1-2 student teams will present 8-10 minutes on the marketing plan of a global company. Student teams will consist of 5-6 students. By 11:55 pm on the Sunday before your presentation you must upload your Powerpoint slides and your marketing plan write-up.

Final Group Project: The final project of this course will consist of a marketing plan for a product you would like to introduce to a foreign market. 10 groups of 5-6 students will be responsible for gathering information on the company's structure as well as the market for your product.

The relative weights for each assignment are:

Grading Weights	
<i>Quizzes/Participation</i>	15%
<i>1st In-Class Presentator</i>	15%
<i>Homework Assignment</i>	20%
<i>Final Project</i>	20%
<i>Exams</i>	30%

The grading scale used for this course is:

A	93.0 – 100	C+	77.0 – 79.9
A-	90.0 – 92.9	C	73.0 – 76.9
B+	87.0 – 89.9	C-	70.0 – 72.9
B	83.0 – 86.9	D+	67.0 – 69.9
B-	80.0 – 82.9	D	60.0 – 69.9

Homework and Exam Policy

All hard-copy assignments are due at THE BEGINNING of class on the due date. **All electronic homework must be uploaded to Polylearn by the due date and time.** NO late homework will be accepted or graded without a verifiable excuse that is approved by me, *before the assignment due date*. I will not give makeup exams for any non-approved excuse.

All homework must be your own work. While I fully expect students to work together in discussing problems, answers should not be copied between students (or groups).

If you believe there is an error with your grade this must be brought to my attention within one week of the grade being uploaded (for electronic assignments) or the assignment being returned (hard-copy assignments). I will only discuss grade changes during office hours (or a previously made appointment). You should bring a written explanation of why you believe your grade should be changed. Otherwise no alterations will be made. Also, if you submit any work for reconsideration, I will re-grade the whole assignment. Thus, your score may not necessarily increase and could actually end up dropping.

COURSE OUTLINE (subject to change)

Week Day	Topics	Assignments
(1) M (4/2) W (4/4)	Course Overview and Introduction	
(2) M (4/9) W (4/11)	Dynamic Environment of Intl. Trade	
(3) M (4/16) W (4/18)	History and Geography	Article Presentations
(4) M (4/23) W (4/25)	Cultural Dynamics in Marketing	HW #1 due; Article Presentations
(5) M (4/30) W (5/2)	Political/Legal Environment	Article Presentations
(6) M (5/7) W (5/9)	Review Exam 1	
(7) M (5/14) W (5/16)	International Advertising	Article Presentations
(8) M (5/21) W (5/23)	Culture and Management Style	HW #2 due; Article Presentations
(9) M (5/28) W (5/30)	No Class Products and Services for Consumers	
(10) M (6/4) W (6/6)	Marketing Research Exam 2	
Presentations: Wednesday June 13, 4:10-7		