Proposal Form For Addition And Revision Of Courses

1. Proposing College / School:
   Agriculture
   Department: Agricultural Economics and Rural Sociology

2. Course Prefix and Number:
   AGEC 3013

3. Effective Term:
   SU 2013

4. Course Title:
   Agribusiness Marketing
   Abbreviated Title (30 characters or less):
   Agribusiness Marketing

5. Requested Action:
   - Renumber a Course
   - Add a Course
   - Revise a Course
   Current Course Number:
   Proposed Course Number:
   Type of Revision:

6. Course Credit:
   Contact/Group Hours
   Maximum Hours
   (Repeatability): 3

<table>
<thead>
<tr>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>20</td>
</tr>
</tbody>
</table>

   Total Credit Hours: 3

7. Grading Type:
   - Regular (ABCDF)
   - Satisfactory/Unsatisfactory (S/U)
   - Audit

8. Prerequisites/Corequisites:
   (P) COMP 1000 or equivalent
   (P) ECON 2020 or equivalent

9. Restrictions:
   List specific restriction in space above.
   - College
   - Major
   - Standing
   - Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Principles and problems of marketing farm and agribusiness products
    including marketing methods, channels, structures, and institutions.

11. May Count Either:
    - 3010
    - 3013

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    | Program Type | Program Title | Requirement or Elective? |
    |--------------|--------------|-------------------------|
    | major        | BS AGEC Ag. Business & Econ. | required |
    | major        | BS AGCO Ag. Communications | optional |

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - Applicable
    - Not Applicable
14. Justification: Needed to expand online offerings in the AGEC curriculum and to extend opportunities for academic progress to degree-seeking working professionals, military and other students who cannot be on-campus.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources: Not applicable

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:

Recognize how to create customer value in agribusiness products and services

Apply the elements of customer-driven agribusiness marketing strategy including segmenting, targeting, and positioning

Conduct sensitivity and surplus analysis of demand data within a marketing information system

Be conversant with new product development and product life-cycle strategies

Understand the application of pricing strategies, especially for new agribusiness products

Appreciate the role and functions of middlemen in the supply chain

Develop effective marketing communication strategies involving integration of advertising, sales promotion, public relations, and personal selling

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture Topics</th>
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<tbody>
<tr>
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<tr>
<td>6</td>
<td>The Marketing Process: segmenting and targeting; Homework #2 due (Sensitivity Analysis); Quiz #1</td>
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<td>8</td>
<td>**** MIDTERM EXAM (within three class days of mid-semester) *******</td>
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<tr>
<td>9</td>
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<td>Product: new product development, and life-cycles</td>
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10  Price: determination, discovery, segmentation and risk
11  Price: agribusiness pricing strategies; Homework #3 due (Surplus & Perfect Price Discrimination)
12  Place: channel organization; distribution logistics; retailing; wholesaling
13  Promotion: Got Milk? -- integrated communications strategy; Homework #4 due (Price Discrimination in Practice)
14  Promotion: advertising, sales promotion, and public relations
15  Promotion: personal selling and careers in the agribusiness industry; Review; Quiz #2
16  **** FINAL EXAM (see Office of Registrar Final Examination Schedule) ****

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects: (10%) Four homeworks on spreadsheet analysis of demand data, sensitivity of assumptions, pricing strategy, and welfare/surplus considerations. Each homework is worth 2.5 points for a total of 10 points toward the final grade.

(10%) Two quizzes, each worth 5 points.

(40%) Midterm worth 40 points -- covers the strategic aspects of agribusiness marketing.

(40%) Final worth 40 points -- covers tactical aspects in implementing marketing strategy (the final is not comprehensive, and includes only material after the midterm).

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Homework</td>
<td>10 pts</td>
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<tr>
<td>Quizzes</td>
<td>10 pts</td>
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<tr>
<td>Midterm</td>
<td>40 pts</td>
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<tr>
<td>Final</td>
<td>40 pts</td>
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Distribution of letter grades:
- A = 89.5 pts or more
- B = 79.5 - 89.49 pts
- C = 69.5 - 79.49 pts
- D = 59.5 - 69.49 pts
- F = 59.49 pts or less

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: Not applicable

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)
POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student’s immediate family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2090 (VTTT).
Memorandum:

12. Affected Programs (cont’d):

<table>
<thead>
<tr>
<th></th>
<th>Major</th>
<th>Minor</th>
<th>Optional</th>
</tr>
</thead>
<tbody>
<tr>
<td>major</td>
<td>BS CAGB/CAGG Agriscience Education</td>
<td>BS AGEC Ag. Business &amp; Econ.</td>
<td>optional</td>
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Supplemental Information For Addition Of Distance Education (DE) Course

1. Proposing College / School: Agriculture
   Department: Agricultural Economics and Rural Sociology

2. Course Prefix and Number: AGEC 3013

3. Effective Term: SU 2013

4. Course Title: Agribusiness Marketing
   Abbreviated Title (30 characters or less):

5. On-Campus Pre/Corequisites:
   (Indicate any applicable pre/corequisites for the on-campus version of the course. Use the space provided below to indicate how they will be adjusted to accommodate DE students.)
   Prerequisite(s): COMP 1000 or equivalent; ECON 2020 or equivalent
   Corequisite(s):
   Pre/Corequisite(s):
   DE Adjustment: or equivalent

6. Affected Program(s):
   (Respond "N/A" if not included in any program; attach memorandum if more space is required)
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<tr>
<td>major</td>
<td>BS AGCO Ag. Communications</td>
<td>optional</td>
</tr>
</tbody>
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7. Justification for DE Delivery: see attachment
   (Include a concise, yet adequate rationale for the addition of a distance education version of the course in question (e.g.: accreditation, as part of a proposed distance education program, expansion of opportunity for working professionals/students, etc.)

8. Access to Resources: see attachment
   (Indicate how distance education students will be given access to all necessary academic resources, such as library materials, laboratory facilities, and learning centers.)

9. Course Content Delivery: see attachment
   (Outline, in specific detail, what adjustments will be made to the existing course in order to accommodate learning via distance education. Include delivery of lecture material, discussion sessions, and submission of assignments/papers, as applicable.)

10. Course Interaction: see attachment
   (Provide specific information regarding the adjustments that will be made to the course, in order to accommodate interaction between the student and instructor and peers via distance education. Include such aspects as office hours, class participation, and -- if applicable -- any time that the student would be required to be on-campus.)
Appointments

Department Chair / Head

Date

College / School Curriculum Committee

Date

College / School Dean

Date

Dean of the Graduate School (for Graduate Courses)

Date

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Date

Contact Person: Robert G. Nelson

Telephone: 844-5621

E-Mail Address: neisorg@auburn.edu

Fax: 844-5639
Attachment for items that require more space than available on form entitled “Supplemental Information for Addition of Distance Education (DE) Course”

1. Proposing College / School:

2. Course Prefix and Number:

3. Effective Term:

4. Course Title:

5. On-Campus Pre/Corequisites:

6. Affected Program(s):

7. Justification for DE Delivery: Needed to expand online offerings in the AGEC curriculum and to extend opportunities for academic progress to degree-seeking working professionals, military and other students who cannot be on-campus.

8. Access to Resources: Video podcasts of lectures will be shared through Panopto; course materials and exercises will be made available through Canvas; library materials will be available through E-Reserves; writing assistance will be available through the Miller Writing Center via synchronous online consultations.

9. Course Content Delivery: Live lectures and PowerPoint slides will be recorded with Panopto lecture capture; materials and exercises will be accessed through Canvas; testing will be done with Respondus.

10. Course Interaction: The instructor will communicate with students via e-mail and the capabilities offered in Canvas for discussions, chat, and conference formats. Phone contact will also be encouraged.
AGEC 3013  AGRIBUSINESS MARKETING -- Distance Learning

Instructor:  Dr. Bob Nelson  
Office:  305 Comer Hall  
Phone:  (334) 844-5621 (office), (334) 745-2348 (home)  
E-mail: neilsorg@auburn.edu  

Office Hours: By appointment  

Prerequisites: COMP 1000 (microcomputers/spreadsheets), or equivalent and ECON 2020 (principles of microeconomics), or equivalent  


Course Description and Objectives: We will be concentrating on the marketing activities that are important to a typical agribusiness firm including strategic planning, marketing research, demand estimation, competitive analysis, and the four P's of the marketing mix (product, price, place, and promotion). Our objective is to understand agribusiness marketing as more than just commodity merchandising and product selling with downstream activities dominated by mysterious “middlemen.” Instead, we will focus on the process of building customer satisfaction through the creation of value in products and services throughout the marketing channel. Students will learn how this marketing philosophy permeates the successful agribusiness firm, and how career opportunities are available in such areas as agrichemical sales, grain merchandising, public relations, farm equipment distribution, marketing research, and agricultural communications.  

Grades: Grades will be determined from homework, quizzes, a midterm and a final. Point value of performance measures are as follows:  

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</tr>
<tr>
<td>Midterm</td>
<td>TBA</td>
<td>40</td>
</tr>
<tr>
<td>Final</td>
<td>as scheduled</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total 100</td>
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Distribution of letter grades:  
A = 89.5 pts or more, B = 79.5 - 89.49 pts, C = 69.5 - 79.49 pts, D = 59.5 - 69.49 pts, F = 59.49 pts or less  

Proctored Exams: All exams and quizzes in this course will be proctored.  

Auburn University policy requires that most distance education exams be proctored, whether the exams are computerized, e-mailed, or hard copies sent through regular mail. It is the student’s responsibility to submit a Proctored Exam Request Form within the first TEN days of the semester. We will contact you if your proctor recommendation is not acceptable and you will be asked to submit another form. Please select your proctor according to the following criteria: higher education faculty, administrators, instructors, or library administration; independent learning or distance learning office at another university or college; education offices on military bases; other person in position of authority approved by the College of Agriculture.  

Note: Your proctor should NOT be a relative, friend, or co-worker.  

Proctors must be verified and, if exams are sent by email, they will be sent directly to the proctor who will manage the examination in a secure manner, requiring students to present a picture ID. The individual you contact should be willing to meet you to supervise your exam and be willing to communicate particulars to the instructor. The forms available to verify proctors are on the Distance Education web site for the College of Agriculture at: http://www.ag.auburn.edu/students/distanceeducation/proctoring.php. Megan Ross, Student Services Coordinator, is listed on the proctor form and can collect the forms via email.  

If the student is on-campus, they can use the Distance Learning Testing Center in 116 Foy Hall. Information on the procedure for proctoring in the Distance Learning Testing Center is available at: http://wn.auburn.edu/biggio/distance-learning/testing-services/  

An additional proctoring service made available by Distance Learning, is ProctorU, which offers the opportunity to take your exams at home using a webcam and a reliable high-speed internet connection. There is a small fee that is charged to the student. More information is available on the following website: http://proctoru.com/auburn/
Writing Support: As part of the Department's Writing Initiative, the homework in this class emphasizes writing in the form of the business memo. The Miller Writing Center provides free support on any writing you are doing while at Auburn, whether for a course or not. Trained consultants are available to work with you as you plan, draft, and revise your writing. For students in distance courses and students temporarily away from Auburn's campus, the Miller Writing Center offers synchronous online consultations. Please check the Miller Writing Center website (www.auburn.edu/writingcenter/distance) for instruction and information about scheduling online appointments. If you have questions about the Miller Writing Center, please email writctr@auburn.edu or call 334-844-7475 M-F 7:45am-4:45pm.

Attendance: Attendance is not required. However, in the event of any form of absence students will be responsible for any content covered during the absence, in terms of their performance on homework, quizzes and exams.

Excused Absences: Students are granted excused absences from homework deadlines, quizzes and exams for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

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*************** MIDTERM EXAM (within three class days of mid-semester) ***************

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<td>Place: channel organization; distribution logistics; retailing; wholesaling</td>
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<td>12</td>
<td>Promotion: Got Milk? -- integrated communications strategy; Homework #4 due (Price Discrimination in Practice)</td>
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<tr>
<td>15</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>*************** FINAL EXAM (see Office of Registrar Final Examination Schedule) ***************</td>
</tr>
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</table>
AGEC 3010  AGRIBUSINESS MARKETING  Fall 2012

Class Time:  MWF 11:00 - 11:50 a.m.  Class Room:  Comer 311  Credits:  3

Instructor:  Dr. Bob Nelson
Office:  305 Comer Hall
Phone:  844-6621 (office), 745-2348 (home)
E-mail:  nelsorg@auburn.edu

Office Hours:  MWF from 11:50 a.m. to 1:00 p.m. (but see me immediately after class to confirm), or by appointment.

Prerequisites:  COMP 1000 (microcomputers/spreadsheets), or equivalent and ECON 2020 (principles of microeconomics), or equivalent


Course Description and Objectives:  We will be concentrating on the marketing activities that are important to a typical agribusiness firm including strategic planning, marketing research, demand estimation, competitive analysis, and the four P's of the marketing mix (product, price, place, and promotion).  Our objective is to understand agribusiness marketing as more than just commodity merchandising and product selling with downstream activities dominated by mysterious “middlemen.” Instead, we will focus on the process of building customer satisfaction through the creation of value in products and services throughout the marketing channel.  Students will learn how this marketing philosophy permeates the successful agribusiness firm, and how career opportunities are available in such areas as agrichemical sales, grain merchandising, public relations, farm equipment distribution, marketing research, and agricultural communications.

Grades:  Grades will be determined from homework, quizzes, a midterm and a final.  Dates for exams and point value of performance measures are as follows:

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<tr>
<td>Midterm</td>
<td>Wed. Oct. 3</td>
<td>40</td>
</tr>
<tr>
<td>Final</td>
<td>Thu. Dec. 6</td>
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Total 100

Distribution of letter grades:
A = 89.5 pts or more, B = 79.5 - 89.49 pts, C = 69.5 - 79.49 pts, D = 59.5 - 69.49 pts, F = 59.49 pts or less

Attendance Policy:  Students with more than four unexcused absences before the midterm will be dropped from the class.  After the midterm, four unexcused absences will be allowed, after which two points will be taken off the final course grade for every additional absence above four (post-midterm).  *Excuses for absences must be presented to me within one week of the absence.*

Missed exams:  To be eligible to take a make-up exam/quiz you must: (1) notify me of your expected absence before the regularly scheduled exam/quiz, and (2) present a *University-approved* excuse within one week of your absence (see the AU Bulletin for what constitutes an excused absence).

Disabilities:  If you have a disability that requires special considerations, please let me know of your requirements and I will do all I can to accommodate them.
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** Wed. Oct. 3  ********** MIDTERM EXAM  **********  

** Wed. Oct. 3  ********** MIDTERM EXAM  **********  

8  

*Product*: agribusiness products and services: brands, lines and mix strategy

*middle of semester -- last day to drop courses*

9  

*Product*: new product development, and life-cycles

10  

*Price*: determination, discovery, segmentation and risk

11  

*Price*: agribusiness pricing strategies

12  

*Place*: channel organization; distribution logistics; retailing; wholesaling

13  

*Promotion*: Got Milk? -- integrated communications strategy

14  

*Promotion*: advertising, sales promotion, and public relations

15 Nov. 19 - 23  

*no class -- Thanksgiving Break*

16  

*Promotion*: personal selling and careers in the agribusiness industry; Review

** Thu. Dec. 6  ********** FINAL EXAM  12 noon – 2:30 p.m. in this room *******
Bob,

I fully support your plans to develop AGEC 3010 as a distance education course offerings. This would be very helpful to the Ag Communications students.

Best regards, Paul

Paul M. Patterson, Ph.D.
Associate Dean and Professor
College of Agriculture
Auburn University
Auburn, AL 36849
paul.patterson@auburn.edu
334-844-3254 (Office)
334-750-6838 (Cell)
Hi Bob,

I am in support of your initiative to create a distance version of AGEC 3010. I believe that opening this option up for students will be very beneficial to AgriScience Education. Thank you for your efforts.

Sincerely,

Brian Parr

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