Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: Agriculture
   Department: Animal Sciences

2. Course Prefix and Number: ANSC 3760
3. Effective Term: Fall 2013

4. Course Title: VALUE BASED MARKETING OF LIVESTOCK
   Abbreviated Title (30 characters or less): Value Based Mktg. of Livestock

5. Requested Action:
   - Renumber a Course
   - Add a Course
   - Revise a Course

6. Course Credit:
   Contact/Group Hours | Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study) | Anticipated Credit Hours | Anticipated Enrollment
   Maximum Hours (Repeatability): 3
   - 2 Lecture weekly 2 25
   - 2 Lab weekly 1 25
   Total Credit Hours: 3

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

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   None. (While ANSC-1000 would be helpful, we anticipate enrollment of non-majors who might not have had the opportunity to take ANSC-1000.)

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)
    Livestock grading standards and their application to carcasses of meat producing animals, concepts and principles of marketing, advertising, promotion and sales of commercial livestock.

11. May Count Either
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Program Title</th>
<th>Requirement or Elective?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANMF</td>
<td>Muscle Foods Option</td>
<td>R</td>
</tr>
<tr>
<td>ANPM</td>
<td>Production and management</td>
<td>E</td>
</tr>
</tbody>
</table>

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: This course will replace a current 2 credit-hour laboratory-only course, ANSC-2700, the format of which does not allow students full exposure to information and practical experience graduates need entering careers in the meat industry.

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: Necessary resources are in place.

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:

1) Understand economic selection objectives, measurements of animal performance, use of performance records to estimate genetic value and their application for profitability.
2) Assess the value of livestock as they approach various market endpoints of body size and composition.
3) Understand the driving forces in the meat industry with regard to issues of carcass yield and quality grading and the resulting value-based pricing of livestock.
4) Acquire and apply principles of pricing, promoting and marketing farm animals.

(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:

Weekly Lecture Topic(s):
1) Overview of the red meat and dairy industries; evaluation and selection
2) Genetic improvement of livestock, concepts of growth and body composition
3) Performance data collection, reporting and use; beef cattle evaluation, grading and pricing
4) Determining value, audits, TQM, value-based marketing; grid-based pricing of livestock; Exam #1
5) Swine evaluation, grading and pricing; evaluation of breeding animals
6) Concepts of wholesale and retail pricing; where prices come from; government monitoring of livestock prices
7) Principles of marketing, advertising and salesmanship; photography and the print media
8) Concepts of break-even pricing, risk management; Exam #2
9) Lamb and goat evaluation; USDA certified and branded programs
10) Understanding the purchaser/consumer; Direct marketing; use of the web and social media;
11) Industry alliances; value-added programs
12) Dairy cattle evaluation; HACCP programs; Exam #3
13) Application of price discovery principles
14) Student team presentations
15) Student team presentations (cont.); course wrap-up

Weekly Laboratory Activities:
1) Student safety, safe animal handling
2) Beef cattle - Live animal evaluation
3) Beef cattle - carcass grading
4) Beef cattle - Promotion & marketing
5) Swine - Live animal evaluation
6) Swine - Carcass grading
7) Swine - Promotion & marketing
8) Lab mid-term exam
9) Industry tour #1 (Field trip)
10) Small ruminants - Live animal evaluation
11) Small ruminants - Carcass grading
(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

Student team presentation assignment:
- Students will be divided into teams of 3-4 students each. Each team will be assigned a scenario in which they have a specific type and number of livestock ready to market. As a team, students will develop a marketing strategy and a web-based promotional package utilizing relevant concepts learned in class. Presentations will be assessed using the following rubric:
  - Factual content of presentation (1-10 points).
  - Logical fit of promotional strategy with the assigned scenario (1-10 points).
  - Perceived impact of promotional package on targeted customer base (1-10 points).
  - Overall appearance and "wow factor" of the web-based promotional package (1-10 points).
  - Response to questions (1-10 points).
- The above student outcome criteria will be measured against the rubric standards of:
  - Excellent (highly competent; 9-10 points)
  - Good (competent; 7-8 points)
  - Adequate (barely competent; 5-6 points)
  - Poor (lacking competence; 3-4 points)
  - Unacceptable (lacking evidence of effort; 1-2 points)
- Though not a part of their score for the assignment or final grade in the course, students will have the opportunity to provide confidential comments to the instructor regarding relative contributions to the assignment by other team members.

(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:

Lecture exams (3 @ 100 points each) = 300 points
Start-the-day quizzes (25 @ 2 point each) = 50 points
Team presentation = 50 points
Lecture final exam = 100 points
Lab mid-term exam = 100 points
Lab final exam = 100 points
Total possible = 700 points

Final grade (10-point grading scale):
630-700 points = A
560-629 points = B
490-559 points = C
420-489 points = D
Less than 420 points = F

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: N/A

(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 Tiger Cub, 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 see the Tiger Cub 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 Tiger Cub 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 special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2096 (V/TT).
Approvals

Department Head / Chair

[Signature]

Date: 2-21-15

College / School Curriculum Committee

[Signature]

Date: 3-12-2013

College / School Dean

Date

Dean of the Graduate School (for Graduate Courses)

Date

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Date

Contact Person: Dale Coleman

Telephone: 844-1512

E-Mail Address: colemda@auburn.edu

Fax: 844-1519
ANSC 3760
Value-Based Marketing of Livestock
Spring 2014

Instructor: Dr. Don Mulvaney (mulvad@auburn.edu; 844-1514; Rm. 114 Upchurch Hall)
Assistants: Current M.S. and Ph.D. graduate students in Growth Biology and Muscle Foods.
Office Hours: Immediately following class each day or office visits by appointment
Time/Location: Lecture: 11:00-11:50 TR; 220 Upchurch
Lab: 1:00-2:50 W; AU Wilson Beef Teaching Unit and Lambert-Powell Meat Lab

Credit:
3 (2 Lec., 2 Lab.)

Course Description:
Grading standards and their application to carcasses of modern meat-producing animals; concepts and principles of the marketing, advertising, promotion and sales of commercial livestock.

Pre-requisites:
None.

Student Learning Outcomes:
Students will/will be able to:
1) Understand economic selection objectives, measurements of animal performance, use of performance records to estimate genetic value and their application for profitability.
2) Assess the value of livestock as they approach various market endpoints of body size and composition.
3) Understand the driving forces in the meat industry with regard to issues of carcass yield and quality grading and the resulting value-based pricing of livestock.
4) Acquire and apply principles of pricing, promoting and marketing farm animals.

Textbook and readings:
Required text:
Additional resources the instructor will make available:
- Links to relevant livestock industry and livestock marketing web sites will be provided by the instructor throughout the term. Copies of relevant livestock industry publications will be made available through the instructor.
## Topics:

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture Topic(s)</th>
<th>Lab Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>14</td>
<td>Student team presentations</td>
<td>Industry tour #2 (field trip)</td>
</tr>
<tr>
<td>15</td>
<td>Student team presentations (cont.); Course wrap-up</td>
<td><strong>Lab final Exam</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Lecture final</strong> during final exam week</td>
<td></td>
</tr>
</tbody>
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**Start-of-the-Day Quiz:**

There will be a “Start-of-the-Day” quiz at the beginning of each lecture to encourage students to keep up with reading assignments. Each quiz will be worth 1 point for a total of 50 points possible.
Student team presentation assignment:
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The presentations will be evaluated for the following student outcome criteria:
- Factual content of presentation (1-10 points).
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Grading:

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<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Lecture Examinations (3 at 100 points each)</td>
<td>300</td>
</tr>
<tr>
<td>Start-the-day quizzes (2.5 at 2 points each)</td>
<td>50</td>
</tr>
<tr>
<td>Team presentation</td>
<td>50</td>
</tr>
<tr>
<td>Lecture final exam</td>
<td>100</td>
</tr>
<tr>
<td>Lab mid-term examination</td>
<td>100</td>
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Total points possible = 700

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Course Policy Statements:

ATTENDANCE & EXCUSED ABSENCES:
Although attendance is not required, students are expected to attend all classes and are responsible for any content covered in the event of an absence. In case of a missed exam, quiz or assignment, documentation of an excused absence must be presented to the instructor prior to the class missed, or in case of sickness or emergency, verification must be presented to the instructor the first day the student returns to class (see “Student Policy eHandbook” at www.auburn.auburn.edu/student_info/student_policies/).

MAKE-UP POLICY:
Arrangement to make up a missed major examination (e.g.: hour exam, mid-term exam) due to a properly authorized excused absence must be initiated by the student within one week of the end of the period of the excused absence. 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 exam will be arranged during the last three days before the final exam period begins.

ACADEMIC HONESTY:
Auburn University expects students to pursue their academic work with honest and integrity. All portions of the Auburn University student academic honesty code (see “Student Policy eHandbook) will apply to this course.

Auburn’s Oath of Honor:
"In accordance with those virtues of Honesty and Truthfulness set forth in the Auburn Creed, I, as a student and fellow member of the Auburn family, do hereby pledge that all work is my own, achieved through personal merit and without any unauthorized aid. In the promotion of integrity, and for the betterment of Auburn, I give honor to this, my oath and obligation."

DISABILITY ACCOMMODATIONS:
Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should make an appointment with the Program for Students with Disabilities, 1228 Haley Center (334-844-2096), to arrange for a confidential meeting during the first week of classes (or as soon as possible if accommodations are needed immediately).

DIVERSITY:
Diversity at Auburn University encompasses the whole of human experience and includes such human qualities as race, gender, ethnicity, physical ability, nationality, age, religion, sexual orientation, economic status, and veteran status. These and other socially and historically important attributes reflect the complexity of our increasingly diverse student body, local community, and national population. Diversity is a core value at Auburn University. Auburn University recognizes and values the considerable educational benefits emanating from diversity as we prepare our students for life and leadership in a multicultural world. Students who interact with and learn about people from a variety of backgrounds are more apt to understand, appreciate, and excel in the community they inhabit. In this context, diversity is aligned with Auburn University's land grant mission of providing its students with a superior education in service to the needs of Alabama, the nation, and the world.

ADDITIONAL NOTES TO STUDENTS:
Students may NOT use cell phones or other electronic communication devices during class unless expressly approved by the instructor.