

**AREC311: Agricultural and Resource Product Marketing  
Spring 2020**

**Instructor:** Dr. Alessandro Bonanno  
Office: B327 Clark Building  
Telephone: 9704915543  
Email: [alessandro.bonanno@colostate.edu](mailto:alessandro.bonanno@colostate.edu)  
Skype: alessandrobbonanno76  
Office Hours: Wednesday 12 pm - 2 pm or by appointment.  
Drop-ins (B327 Clark or on Skype) are also welcome!  
TA: Pratiksha Baishya; Email: [Pratiksha.Baishya@colostate.edu](mailto:Pratiksha.Baishya@colostate.edu)  
Office Hours: Monday 12 pm - 2 pm Room TBA

**Class Meeting time and location:**

Natural Resources Building, Room 109 11:00 AM to 12:15 PM; Tuesday / Thursday

**Course Description** This course covers principles and applications of food marketing, focusing on recent trends related to production, distribution, and consumption of agricultural and food products, and on the dynamics characterizing the modern U.S. food system. The course centers on the importance of understanding consumer behavior as a strategic marketing tool and on the role of different agents in the food channels. The course includes frontal lectures, class discussion, case studies and the creation of a marketing plan for an agricultural or food product. The course is divided in two parts. In the first part you will learn about the marketing environment, consumer behavior, market segmentation and targeting, and how these translate into (and are impacted by) changes in the food marketing channels via the analysis of recent trends in food production, distribution and consumption. The second part of the course will frame these trends within a marketing strategy, while you have a hands-on experience of creating a marketing plan.

**Learning Outcomes**

Upon successful completion of this course students will be able to:

- 1) Identify and contextualize trends characterizing recent evolutions of the U.S. food marketing system;
- 2) Find and analyze information and data relevant for marketing analysis;
- 3) Use market segmentation strategies to identify the target markets for a new or existing agricultural, natural resource-based, or food product / service;
- 4) Use marketing tools to differentiate value added agricultural, natural resource-based, or food \product or service;
- 5) Create a marketing plan for an agricultural, natural resource-based, or food product / service.

**Class Materials**

In order to keep up with the material and with the assignments, you will need to use some standard Microsoft Office applications (word, power point and excel), have access to a working internet connection. Excluding the required textbook, all the other material covered during class, will be provided to you through the official link to the course in Canvas. Material posted on-line will include the ppt. presentations, handouts and additional readings

**The required textbook for this class is:** Boone, Louis E. and David L. Kurtz. *Contemporary Marketing* 17<sup>th</sup> Edition. Cengage Publishing; 2015

## Grades

Your grade will be based on a 1000 points basis divided as follows:

Assignments	300 points
Exams	300 points
Marketing plan	200 points
Peer evaluations	100 points
Marketing plan Presentation	100 points

Numerical scores will result in letter grades according to a scale based on the overall performance of the class, unless otherwise decided by the students attending the first day of class via majority vote.

## Team Efforts

- **Assignments (300 points):** There will be 7 TEAM assignments, worth 50 points each (i.e. each assignment will count for 5% of the final grade). Assignments are due by 11:00 a.m. following the schedule indicated in the course calendar. Note: the assignment with the lowest score will be dropped. The questions of the assignments will be closely related to the development of the marketing plan. Assignments will be submitted via Canvas. It is every group's responsibility to: 1) complete the work timely (you are **STRONGLY** advised not to wait until the last day to start working on the assignments), 2) verify that you have access to the necessary software to complete your work, 3) ensure that you have access to a working internet connection, and 4) use a browser compatible with Canvas. Late assignments will be accepted with a 33% daily penalty. This means that missing the deadline will automatically result in a 33% penalty; submitting the assignment two days late will result in a 66% penalty; assignments submitted later than 48 hours after the deadlines will receive a 0. Make up assignments will ONLY be allowed if extenuating circumstances apply: the students/groups must contact the instructor in advance.
- **Marketing Plan (200 points – one grade for each group):** You will be asked to create a food product/service which follows under one of the food trends discussed in the first part of the semester. A 10-15-page report will be due at the end of the semester, as indicated in the course outline. Further information will be provided.
- **Presentation (100 points – one grade for each group):** At the end of the semester each group will be asked to give a presentation of their marketing plan. Business casual attire is required. Not all the members of each group will be asked to speak, although you **ALL** must be present during the presentation. Further information will be provided.

## Individual Efforts

- **Exam (300 points; 2 tests worth 150 points each):** Two tests will be held in class in dates specified in the course calendar. You will have 75 minutes to complete each exam. The second test will not be comprehensive: this course will not have a final exam during finals' week. Each exam will consist of multiple choice questions, short answers, and problems. The exams are designed to be closed book, closed notes: the use of calculators and calculators only will be allowed during these two tests (no cell phones, smartphone, tablets or other devices that can be connected to the internet). Make-up tests will only be given for students who have contacted the instructor before the day of the exam and have a legitimate and verifiable excuse (see "Note on attendance policy" below). Once again: you will be asked to turn off and store your cellular phone before each test – no cell-phone use will be allowed during the tests. If you use your cell phone during a tests you will be asked to leave the room.
- **Peer evaluations (100 points):** this part of your grade will depend on peer-assessment of each team member contributes to the group's success. In order to deter free riding behavior, we will use a peer assessment form, where you will be asked to evaluate yourself and each of your teammates on 5 metrics assigning a score between 1 and 10 to each. Three peer evaluations will occur at different moments to assess the contribution to: 1) Assignments 1, 2, and 3; 2) Assignments 4, 5, 6 and 7; and 3) Presentations and Marketing Plan. All peer evaluations will be submitted on Canvas.

Each peer evaluation score will result in a maximum of 50 points. The lowest score for each peer evaluation will be dropped. The lowest average peer evaluation will also be dropped.

- **Example:** assume you work in a team of 4 people. In your first peer evaluation you received the following scores: 50; 46; 40 and 47 – since the lowest score (40) is dropped, the average score for the first peer evaluation is  $47=(50+46+45)/3$ . Assume the other two average peer evaluation scores are 46.5 and 48. The lowest average score (46.5) will be dropped and the two highest average scores will be added to give a final peer evaluation score of 95 (47+48).

**Library Help:** Renae Watson is the librarian supporting this course. Contact her for assistance at [renae.watson@colostate.edu](mailto:renae.watson@colostate.edu) / ph. 970-491-5338. See her research guide at [libguides.colostate.edu/agriculture](http://libguides.colostate.edu/agriculture). Additionally, the CSU Libraries Help Desk provides both research (ph. 970-491-1841) and technical (ph. 970-491-7276) support. These services are free for all CSU students and can be extremely helpful as you prepare your final project.

### Classroom Etiquette

Active participation in this course is expected. Besides lecturing, other activities will take place during class meetings, which may include short presentations, quizzes, short case studies, class discussions and critical analyses of relevant news and articles. For these activities to be successful, active participation is necessary. Successful students spend a minimum of nine hours per week working on assignments, project development, reviewing materials and meeting with the instructor. Free-riding on the group's efforts will not be tolerated; a peer-evaluation system is in place to ensure that lack of participation in group activities is penalized (see above).

- 1) Please silence your phone and other electronic devices during class.
- 2) Please be quiet while in class. It can be difficult to hear in a large classroom and even quiet talking can be very disruptive to other students who are trying to listen.
- 3) Please do not read newspapers, text, play games, or listen to music during class. It may not impact your learning experience, but it is distracting to others in the room.
- 4) No animals are allowed in the classroom except those defined in the CSU policy regarding SERVICE animals. No emotional support animals are allowed in class. See below more details.

### Academic Integrity and Principles of Community.

This course will adhere to the Academic Integrity Policy {Section 1.6} of the Colorado State University General Catalog, the Student Conduct Code, and University Principles of Community.

This course will adhere to the CSU Academic Integrity [Policies and Guiding Principles](#) as found in the General Catalog and the [Student Conduct Code](#).

- Cheating—includes using unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member.
- Plagiarism—includes the copying of language, structure, ideas, or thoughts of another, and representing them as one's own without proper acknowledgment.
- Unauthorized Possession or Disposition of Academic Materials—includes the unauthorized selling or purchasing of examinations or other academic work; stealing another student's work; unauthorized entry to or use of material in a computer file; and using information from or possessing exams that an instructor did not authorize for release to students.
- Falsification—includes any untruth, either verbal or written, in one's academic work.
- Facilitation—includes knowingly assisting another to commit an act of academic misconduct.

At a minimum, violations will result in a grading penalty in this course and a report to the Office of [Conflict Resolution and Student Conduct Services](#).

Academic integrity lies at the core of our common goal: to create an intellectually honest and rigorous community. Because academic integrity, and the personal and social integrity of which academic integrity is an integral part, is so central to our mission as students, teachers, scholars, and citizens, I will ask that you

affirm the CSU Honor Pledge as part of completing your work in this course. While you will not be required to affirm the honor pledge, you may be asked to affirm *the following statement at the start of your exams: "I have not given, received, or used any unauthorized assistance."* Consider reviewing further information on [Academic Integrity](#)

In this course we will also strive to follow and extend Colorado State's **University's Principles of Community**, and welcome spirited discussion, lively debate and pursuit of knowledge in a manner that respects each of us as individuals. The Principles of Community support the Colorado State University mission and vision of access, research, teaching, service and engagement. A collaborative and vibrant community is a foundation for learning, critical inquiry, and discovery. Therefore, each member of the CSU community has a responsibility to uphold these principles when engaging with one another and acting on behalf of the University.

- 1) Inclusion:** We create and nurture inclusive environments and welcome, value and affirm all members of our community, including their various identities, skills, ideas, talents and contributions.
- 2) Integrity:** We are accountable for our actions and will act ethically and honestly in all our interactions.
- 3) Respect:** We honor the inherent dignity of all people within an environment where we are committed to freedom of expression, critical discourse, and the advancement of knowledge.
- 4) Service:** We are responsible, individually and collectively, to give of our time, talents, and resources to promote the well-being of each other and the development of our local, regional, and global communities.
- 5) Social Justice:** We have the right to be treated and the responsibility to treat others with fairness and equity, the duty to challenge prejudice, and to uphold the laws, policies and procedures that promote justice in all respects.

#### **Title IX: Sexual Assault, Sexual Violence, Sexual Harassment:**

CSU's Discrimination, Harassment, Sexual Harassment, Sexual Misconduct, Domestic Violence, Dating Violence, Stalking, and Retaliation policy designates faculty and employees of the University as "Responsible Employees." This designation is consistent with federal law and guidance, and requires faculty to report information regarding students who may have experienced any form of sexual harassment, sexual misconduct, relationship violence, stalking or retaliation. This includes information shared with faculty in person, electronic communications or in class assignments. As "Responsible Employees," faculty may refer students to campus resources (see below), together with informing the Office of Support and Safety Assessment to help ensure student safety and welfare. Information regarding sexual harassment, sexual misconduct, relationship violence, stalking and retaliation is treated with the greatest degree of confidentiality possible while also ensuring student and campus safety.

Any student who may be the victim of sexual harassment, sexual misconduct, relationship violence, stalking or retaliation is encouraged to report to CSU through one or more of the following resources:

- Emergency Response 911
- Deputy Title IX Coordinator/Office of Support and Safety Assessment (970) 491-1350
- Colorado State University Police Department (non-emergency) (970) 491-6425

Please Visit: <http://oeo.colostate.edu/title-ix-sexual-assault> for more information.

#### **Need Help? Rams Take Care of Rams**

Reach out and ask for help if you or someone you know is having a difficult time. Always feel free to come and talk to me; I will always make myself available to help connect you with any resources you need. CSU is a community that cares for you. If you are struggling with drugs or alcohol and/or experiencing depression, anxiety, overwhelming stress or thoughts of hurting yourself or others please know there is help available. Counseling Services has trained professionals who can help. Contact 970-491-6053 or go to <http://health.colostate.edu>. If you are concerned about a friend or peer, tell someone by calling 970-491-1350 (or visit <http://safety.colostate.edu/tell-someone.aspx> ) to discuss your concerns with a professional who can discreetly connect the distressed individual with the proper resources.

### **Service Animals in the Classroom**

This course will follow all of the policies regarding service animal access to the classroom. The full university policy may be found here: <http://policylibrary.colostate.edu/policy.aspx?id=747> .

#### **POLICY STATEMENT.**

The University will not discriminate against individuals with disabilities who use service dogs, nor, subject to the terms of this Policy, deny those persons access to programs, services and facilities of the University. In addition, only under certain limited conditions as stated in this policy, the University may permit an individual with a documented disability to have an Emotional Support Animal in a University residential facility. Pets are not permitted in any University building, including residence halls, except for the Veterinary Teaching Hospital and other veterinary facilities in accordance with their rules and policies, or when otherwise specially allowed with advance approval from Environmental Health Services for bona fide academic or University business purposes.

*Service Dogs:* Subject to some limitations, a service dog may accompany an individual with a disability throughout campus, such as in classrooms, recreational facilities and campus residences. It is strongly encouraged, but not required, that a service dog be identifiable to others through a visible signifier (e.g., vest or harness). Individuals with a disability who require a service dog in the classroom should contact Resources for Disabled Students (RDS) for assistance with accommodations.

*Emotional Support Animals* An emotional support animal (ESA) is one that alleviates one or more identified symptoms or effects of a person's disability. ESAs are not permitted in university buildings, except in the rare situation where use of an ESA in University housing is approved in advance by the University upon the submission of appropriate documentation, as set forth in this policy. ESAs are not permitted in non-residential buildings such as classrooms, laboratories, business offices, recreational facilities, dining halls, or the Lory Student Center; they are limited to the disabled individual's residence in a University residence hall, apartment, or other housing unit, and permitted only with prior approval.

### **Canvas Email System Utilization**

Using the University's systems or networks for personal gain; for example, by selling access to your eID or to university systems or networks, or by performing work for profit with university resources (e.g. selling your notes or promoting a personal agenda) in a manner not authorized by the University is strictly forbidden within the CSU Code of Conduct and also CSU's policy for Acceptable Use for Computing and Networking Resources. All cases of this type of code violation will be reported to the Office of Conflict Resolution and Case Management and dealt with following CSU legal counsel guidance.

### **Reasonable Accommodations for students with disability or chronic health conditions**

Students who will need accommodations in this class due to a disability or chronic health condition, should discuss their individual needs with the instructor. Any accommodation must be discussed in a timely manner prior to implementation, a verifying accommodation letter from [Resources for Disabled Students](#) is required before any accommodation is provided

### **Other Resources:**

**Mental Health Need Help?** CSU is a community that cares for you. If you are struggling with drugs or alcohol and/or experiencing depression, anxiety, overwhelming stress or thoughts of hurting yourself or others please know there is help available. Counseling Services has trained professionals who can help. Contact 970.491.6053 or go to <http://health.colostate.edu>. If you are concerned about a friend or peer, tell someone at by calling 970.491.1350 to discuss your concerns with a professional who can discreetly connect the distressed individual with the proper resources (<http://supportandsafety.colostate.edu/tellsomeone> ). Rams take care of Rams. Reach out and ask for help if you or someone you know is having a difficult time.

**Course Calendar**

<i>Dates</i>	<i>Topic</i>	<i>Readings</i>	<i>Assignments</i>
Jan.21 Tue.	<u>Module I:</u> Course intro; What is Marketing? The U.S. Food Marketing System; Marketing Strategy & Planning	B&K Ch. 1, 2, Appendix A Other readings available on Canvas	
Jan.23 Thur.			
Jan.28 Tue.			
Jan.30 Thur.	<u>Module II:</u> The Marketing Environment. Social Media and E- Business	B&K Ch. 3, 4, 5	Assignment 1 Groups' list due
Feb. 4 Tue.			
Feb. 6 Thur.	<u>Module III:</u> Consumer Behavior, B2B marketing, Market Segmentation, Targeting and Positioning	B&K Ch. 6,7, 9	Assignment 1 due
Feb. 11 Tue.			Assignment 2
Feb. 13 Thur.			
Feb. 18 Tue.	<u>Module IV:</u> Product Differentiation in Food: Information, labels and 3 <sup>rd</sup> party certification; organic; local; sustainable	Other readings available on Canvas	Assignment 2 due
Feb. 20 Thur.			
Feb. 25 Tue.	<u>Module V:</u> Food and health: nutrition; food safety; functional foods; health claims	Other readings available on Canvas	Assignment 3
Feb. 27 Thur.			
Mar. 3, Tue.	<b><u>Review</u></b>		Assignment 3 due
Mar. 5, Thur.	<b><u>Exam I</u></b>		
Mar. 10, Tue.	<u>Module VI:</u> Market Research, Data Collection, CRM	B&K Ch. 10, 11, Handouts	Exams back Peer evaluation 1
Mar. 12, Thur.			<b>Prod concepts due</b>
<i>Spring Recess</i>			
Mar. 24 Tue.	<u>Module VII.</u> Food Product and Service Strategy; Branding and Private Labels	B&K, Ch. 12, 13; Other readings available on Canvas; Handout	Assignment 4
Mar. 26 Thur.			
Mar. 31 Tue.			
Apr. 2 Thur.	<u>Module VIII:</u> Distribution Strategy and SCM; Retail Strategy and Food Retailing, Distribution Strategy	B&K, Ch. 14, 15; Other readings available on Canvas	Assignment 4 due Assignment 5
Apr. 7 Tue.			
Apr. 9 Thur.	<u>Module IX:</u> Price Determination and Pricing Strategy	B&K, ch 18, 19; Other readings available on Canvas	Assignment 5 due Assignment 6
Apr. 14 Tue.			
Apr. 16 Thur.	<u>Module X:</u> Promotion strategy	B&K Ch. 16, 17	Assignment 6 due Assignment 7
Apr. 21 Tue.			
Apr. 23 Thur.	<b><u>Review</u></b>		Assignment 7 due <b>Marketing Plan Drafts due</b>
Apr. 28 Tue.	<b><u>Exam II</u></b>		
Apr. 30 Thur.	Feedback on Marketing Plan Draft – Exam Back		Peer evaluation 2
May 5 Tue.	Presentations – Round 1		
May 7 Thur.	Presentations – Round 2		
<b>Completed Marketing Plans Due May 14<sup>th</sup> at 11:00 am</b> <b>Peer evaluations 3 to be submitted electronically on May 14<sup>th</sup> by 11:59 pm</b>			

NOTE: B&K: Boone and Kurtz – 17<sup>th</sup> edition