

Principles of Agribusiness Syllabus

AEDE 3102 Spring 2024

Course Information

- **Course times and location:** Wednesdays, 4:15pm -7pm in Kottman Hall Rm 104 The lectures will not be recorded but slides used during class will be made available in CarmenCanvas following class. If you are unable to attend class due to illness or any other excused absence, please get notes from a classmate.
- **Credit hours:** 3 semester hours
- **Mode of delivery:** In Person

Instructor

- **Name:** Lynn Blashford
- **Email:** blashford.4@osu.edu
- **Phone Number:** 614-354-5682 (cell)
- **Office location:** None
- **Office hours:** Will meet after class if prescheduled
- **Preferred means of communication:**
 - My preferred method of communication for questions is **email**.
 - My class-wide communications will be sent through the Announcements tool in CarmenCanvas. Please check your [notification preferences](https://go.osu.edu/canvas-notifications) (go.osu.edu/canvas-notifications) to be sure you receive these messages.

Teaching Assistant

- **Name:** [first and last name of TA]
- **Email:** [lastname.#@osu.edu]
- **Recitation times:** [example: Tuesdays and Thursdays from 10:20 a.m.-11:15 a.m.]

Course Prerequisites/Co-Requisites

2001 or 2001H or Econ 2001 or 2001H



THE OHIO STATE UNIVERSITY

College of Food, Agricultural, and Environmental Sciences
[Department]

Course Description

Study of specific problems of marketing food and fiber products with emphasis on marketing principles affecting agribusinesses in domestic and international markets.

Agricultural, Environmental, and Development Economics 3102 is an introduction to the language, concepts, and issues of marketing with an emphasis on developing responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, and the role of marketing within organizations. Topics include the role of marketing in the modern business plan, market segmentation, product development, promotion, distribution, and pricing. Other topics, which will be incorporated into the course, are external environment (such as economics, politics, government, and nature), marketing research, international/global marketing with relevance to cultural diversity, ethics, the impact of technology on marketing, and careers in marketing.

Course Learning Goals and Outcomes

This course is an important key in the preparation of undergraduate students in agribusiness and related disciplines for career success, regardless of occupation, in our consumer-driven, market-oriented society. It also serves as a foundation upon which students can build advanced studies in marketing and applied economics through additional course work.

By the end of this course, students will:

1. Understand the role marketing plays within a company/organization.
As a result, students will be able to analyze a company's business situation and develop marketing strategies to engage their consumers while understanding the brand's impact on society too.
2. Study the basic variables that are included in the marketing mix, such as product, price, promotion, and place.
 - As a result, students will be able to develop strategies around these components which will be incorporated into marketing plans to support organizational business objectives.
3. Understand the differences between media options, such as traditional and digital methods of marketing, and their application in engaging with the intended consumers.
 - As a result, student will be able to recommend specific media tactics to incorporate into a marketing plan that will reach and engage targeted consumer audiences and drive desired actions.
4. Review real case studies of product/brand marketing and their business results.
 - As a result, students will be able to examine variations of marketing activity and their associated ranges of outcomes, and apply learnings to their marketing plan.



5. Analyze business situations, marketplace conditions, competitive activity, brand positioning/differentiation, product development, consumer audiences, and growth opportunities for a product, brand, and/or company.
 - As a result, student will be able to apply this learning to develop, write and clearly communicate a comprehensive marketing plan that would meet business goals.

General Education Expected Learning Goals and Outcomes

As part of the [GE Category Name] category of the General Education curriculum, this course is designed to prepare students to be able to do the following:

- Overview of the Marketing Discipline
 - Understand what is marketing and the role it plays in a company/organization in order to collaborate with others and add value.
- Strategic Thinking
 - Ability to assess business situations, overcome barriers, and recommend marketing strategies to reach business goals.
- Develop Presentation Skills
 - Through written assignments, papers and class discussion, student will develop skills to influence others and present ideas clearly.



How This Course Works

Mode of delivery:

This course is taught in person. Students are expected to attend class each week during the scheduled meeting sessions. Any quiz or exam will be administered via Carmen during the scheduled class meetings as found on the course schedule.

Pace of online activities: This course is divided into weekly modules that are released one week ahead of time. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely within that time frame.

Credit hours and work expectations: This is a 3 credit-hour course. According to [Ohio State bylaws on instruction](https://go.osu.edu/credithours) (go.osu.edu/credithours), students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of C average

Attendance and participation requirements: Research shows regular participation is one of the highest predictors of success. With that in mind, I have the following expectations for everyone's participation:

- **Attendance in person required:**

The content in class in essential and discussion is part of the learning opportunity for yourself as well as sharing of ideas with classmates. Attendance will be counted as part of your grade. To receive the full points tallied towards your grade, attendance is expected for the majority of classes, which means 12 out of 14 classes for the total points available.

- If you have a situation that might cause you to miss a class that impacts your ability to reach the attendance goal, discuss it with me as soon as possible.
- If a class is cancelled that will not be counted against attendance record.



- **Participating in online activities:**

You are expected to log in to the course in Carmen every week to view assignments and other notifications.



Course Materials, Fees and Technologies

Required Materials and/or Technologies

- In addition to the course text book, use of internet search and online publications will be beneficial for acquiring data to back up rationale/recommendations, and for citing sources used in assignments and for class work.

Required Equipment

- **Computer:** current Mac (MacOS) or PC (Windows 10) with high-speed internet connection. Ability to view video or other streaming content associated with class assignments.
- **Printer:** select homework assignments will be written papers that will be handed in during class
- **Other:** a mobile device (smartphone or tablet) to use for BuckeyePass authentication
- If you do not have access to the technology you need to succeed in this class, review options for [technology and internet access](https://go.osu.edu/student-tech-access) (go.osu.edu/student-tech-access).

Required Software

- **Microsoft Office 365:** All Ohio State students are now eligible for free Microsoft Office 365. Visit the [installing Office 365](https://go.osu.edu/office365help) (go.osu.edu/office365help) help article for full instructions.

CarmenCanvas Access

- You will need to use [BuckeyePass](https://buckeyepass.osu.edu) (buckeyepass.osu.edu) multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you do each of the following:
- Register multiple devices in case something happens to your primary device. Visit the [BuckeyePass - Adding a Device](https://go.osu.edu/add-device) (go.osu.edu/add-device) help article for step-by-step instructions.
- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click **Enter a Passcode** and then click the **Text me new codes** button that appears. This will text you ten passcodes, good for 365 days, that can each be used once.
- [Install the Duo Mobile application](https://go.osu.edu/install-duo) (go.osu.edu/install-duo) on all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.



- If none of these options will meet the needs of your situation, you can contact the IT Service Desk at [614-688-4357 \(HELP\)](tel:614-688-4357) and IT support staff will work out a solution with you.

Technology Skills Needed for This Course

- Basic computer and web-browsing skills
- [Navigating CarmenCanvas](https://go.osu.edu/canvasstudent) (go.osu.edu/canvasstudent)
- [CarmenZoom virtual meetings](https://go.osu.edu/zoom-meetings) (go.osu.edu/zoom-meetings)
- [Recording a slide presentation with audio narration and recording, editing and uploading video](https://go.osu.edu/video-assignment-guide) (go.osu.edu/video-assignment-guide)

Technology Support

For help with your password, university email, CarmenCanvas, or any other technology issues, questions or requests, contact the IT Service Desk, which offers 24-hour support, seven days a week.

- **Self Service and Chat:** go.osu.edu/it
- **Phone:** [614-688-4357 \(HELP\)](tel:614-688-4357)
- **Email:** servicedesk@osu.edu



Grading and Faculty Response

How Your Grade is Calculated

Category	Points
Attendance & Class Participation (250 for 12 classes)	250/25%
Weekly Assignments & Required Reading (50 points e)	400/40%
Marketing Plan Related Assignments (50 points each)	150/15%
Final Marketing Plan Paper/Presentation	200/20%
Total Semester Potential	1000/100%
	100% equates to 100 on the grading scale below

See [Course Schedule](#) for due dates.

Descriptions of Major Course Assignments

Weekly Assignment & Required Reading

Description: The course will include required reading and written assignments, that will be discussed in class or through papers turned in by deadlines assigned

Academic integrity and collaboration: Your written assignments, including discussion posts, must be your own original work. In formal assignments, you should follow a template or style provided and cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in but no one else should revise or rewrite your work.

Weekly Assignment & Required Reading

Marketing Plan – Final Paper & Associated Content Assignments

Description: The final paper will be a written comprehensive marketing plan for a product brand or company to be selected within the semester. It will be the culmination of work conducted in class and through homework assignments throughout the course. An outline of content and format will be provided for the student to follow for their submission.

Late Assignments

Please refer to Carmen for due dates of all assignments. Due dates are set to help you stay on pace and to allow timely feedback that will help you complete subsequent assignments for which you will be graded.

Late assignments will result in reduced points associated with the specific assignment and the total potential points that were available.

In the case of documented emergency or illness, or in the case of an excused absence that has been discussed with the instructor **in advance**, assignment due-dates may be adjusted at the discretion of the instructor.

Instructor Feedback and Response Time

I am providing the following list to give you an idea of my intended availability throughout the course. Remember that you can call [614-688-4357 \(HELP\)](tel:614-688-4357) at any time if you have a technical problem.

- **Preferred contact method:** If you have a question, please contact me first through my Ohio State email address. I will reply to emails within **48 hours on days when class is in session at the university**. If you have not received a response within that time, please reach out via email again or try my cell phone.
- **Class announcements:** I will send all important class-wide messages through the Announcements tool in CarmenCanvas. Please check [your notification preferences](https://go.osu.edu/canvas-notifications) (go.osu.edu/canvas-notifications) to ensure you receive these messages.
- **Grading and feedback:** For assignments submitted before the due date, I will try to provide feedback and grades within **seven days**. Assignments submitted after the due date may have reduced feedback and grades may take longer to be posted.

Grading Scale

93–100: A
 90–92.9: A-
 87–89.9: B+
 83–86.9: B
 80–82.9: B-
 77–79.9: C+
 73–76.9: C
 70–72.9: C-
 67–69.9: D+



60–66.9: D
Below 60: E



Other Course Policies

Discussion and Communication Guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Writing style:** Unless specified by the assignment, while there is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. A more conversational tone is fine for non-academic topics.
- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. I will provide specific guidance for discussions on controversial or personal topics.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.
- **Backing up your work:** Consider composing your academic posts in a word processor, where you can save your work, proof it, and then copy into the Carmen discussion.

Academic Integrity Policy

See [Descriptions of Major Course Assignments](#) for specific guidelines about collaboration and academic integrity in the context of this online class.

Ohio State's Academic Integrity Policy

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute Academic Misconduct.

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: Any activity that tends to compromise the academic integrity of the University, or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct,

so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- [Committee on Academic Misconduct](http://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](http://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)
- [Eight Cardinal Rules of Academic Integrity](http://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

Copyright for Instructional Materials

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

1. Online reporting form at equity.osu.edu,
2. Call 614-247-5838 or TTY 614-688-8605,



3. Or Email equity@osu.edu

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

Diversity

The Ohio State University affirms the importance and value of diversity of people and ideas. We believe in creating equitable research opportunities for all students and to providing programs and curricula that allow our students to understand critical societal challenges from diverse perspectives and aspire to use research to promote sustainable solutions for all. We are committed to maintaining an inclusive community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among all members; and encourages each individual to strive to reach their own potential. The Ohio State University does not discriminate on the basis of age, ancestry, color, disability, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, race, religion, sex, gender, sexual orientation, pregnancy, protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment.

To learn more about diversity, equity, and inclusion and for opportunities to get involved, please visit:

- <https://odi.osu.edu/>
- <https://odi.osu.edu/racial-justice-resources>
- <https://odi.osu.edu/focus-on-racial-justice>
- <https://cbesc.osu.edu/>

In addition, this course adheres to **The Principles of Community** adopted by the College of Food, Agricultural, and Environmental Sciences. These principles can be found at <https://cfaesdei.osu.edu/about-us/cfaes-principles-community>. For additional information on Diversity, Equity, and Inclusion in CFAES, contact the CFAES Office for Diversity, Equity, and Inclusion (<https://cfaesdei.osu.edu/>). If you have been a victim of or a witness to harassment or discrimination or a bias incident, you can report it online and anonymously (if you choose) at <https://equity.osu.edu/>.



Your Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614-292-5766. CCS is located on the 4th floor of the Younkin Success Center and 10th floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766 and 24 hour emergency help is also available 24/7 **by dialing 988 to reach the Suicide and Crisis Lifeline.**

For students in the College of Food, Agricultural, and Environmental Sciences, David Wirt, wirt.9@osu.edu, is the CFAES embedded mental health counselor on the Columbus campus. To contact David, please call 614-292-5766. Students should mention their affiliation with CFAES if interested in speaking directly with David.

Religious Accommodations

It is Ohio State's policy to reasonably accommodate the sincerely held religious beliefs and practices of all students. The policy permits a student to be absent for up to three days each academic semester for reasons of faith or religious or spiritual belief.

Students planning to use religious beliefs or practices accommodations for course requirements must inform the instructor in writing no later than 14 days after the course begins. The instructor is then responsible for scheduling an alternative time and date for the course requirement, which may be before or after the original time and date of the course requirement. These alternative accommodations will remain confidential. It is the student's responsibility to ensure that all course assignments are completed.

Weather or other short-term closing

Should in-person classes be canceled, I will notify you if an alternative method of teaching will be offered to ensure continuity of instruction for this class. Communication will be via CarmenCanvas. Any University-wide communication on closings will be adhered to.



ACCESSIBILITY ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Requesting Accommodations

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the Safe and Healthy Buckeyes site for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu.

Disability Services Contact Information

- Phone: [614-292-3307](tel:614-292-3307)
- Website: slds.osu.edu
- Email: slds@osu.edu
- In person: [Baker Hall 098, 113 W. 12th Avenue](#)



Accessibility of Course Technology

This online course requires use of CarmenCanvas (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations as early as possible.

- [CarmenCanvas accessibility](https://go.osu.edu/canvas-accessibility) (go.osu.edu/canvas-accessibility)
- [CarmenZoom accessibility](https://go.osu.edu/zoom-accessibility) (go.osu.edu/zoom-accessibility)



Course Schedule

Refer to the CarmenCanvas course for up-to-date due dates.

Week	Points	Topics
1		Welcome, course overview/expectations & defining marketing
2		Understanding a marketplace & creating customer value
3		Consumer research, data & developing insights
4		Business markets & consumer buying behaviors
5		Building customer value strategies
6		Branding, products & pricing
7		Product development/R&D
8		Marketing mix/marketing channels
9		Media landscape – traditional to digital
10		Advertising & public relations
11		Sales & marketing working together
12		Global marketplace & sustainability
13		Marketing plan work session
14		Marketing plan presentations & discussion
		Final week (no final test)

