

AREC311: Agricultural and Food Product Marketing Spring 2018

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Office Hours: Wednesday 10 am – 12 pm or by appointment.
Drop-ins (B327 Clark or on Skype) are also welcome!

Class Meeting time and location:

Shepardson Building; Room 118; 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 food production, distribution, and consumption 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 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 food companies marketing strategies, 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 the 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 be fully capable to keep up with the material covered in class and with the assignments, you will need to have access to the internet and to use some standard Microsoft Office applications (word, power point and excel). Excluding the required textbook, the 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* 17th Edition. Carnege Publishing; 2015

Additional readings will include chapters / excerpts from the following books / reports / articles:

- Chandon, P and Wansink, B. 2012 “Does food marketing need to make us fat? A review and solutions.” *Nutrition Reviews* Vol. 70(10):571–593
- Fuller, G. W. *New Food Product Development: From Concept to Marketplace*. Third Edition, CRC Press. 2011.
- Gustafsson, K., and Gunilla J., Smith D. and Sparks L.. *Retailing Logistics & Fresh Food Packaging—Managing the Change in the Supply Chain*. Kogan Page, London. 2009
- Heasman, M. and J. Mellentin. *The Functional Foods revolution. Healthy People, Healthy Profits?* Earthscan, London, UK. 2001.
https://www.ers.usda.gov/webdocs/publications/45818/11562_err42_1_.pdf?v=41056
- Khan, B. E., and L McAllister. *Grocery Revolution – The New Focus on the Consumer*. Prentice Hall. 1997.
- Kuchler F., and Krissoff B. “Do Food Labels Make a Difference? . . . Sometimes.” *Amber Waves*, Vol. 5, Issue 5. 2007, Page 10-17 <https://www.ers.usda.gov/amber-waves/2007/november/do-food-labels-make-a-difference-sometimes/>
- Kuchler, F., C. Greene, M. Bowman, K. Marshall, J. Bovay, and L. Lynch. ERS Report # 239. 2017 *Beyond Nutrition and Organic Labels—30 Years of Experience with Intervening in Food Labels* <https://www.ers.usda.gov/webdocs/publications/85687/err-239.pdf?v=43053>
- Low, S. A., A. Adalja, E. Beaulieu, N. Key, S. Martinez, A. Melton, A. Perez, K. Ralston, H. Stewart, S. Suttles, S. Vogel, S. and B. B.R. Jablonski. *Trends in U.S. Local and Regional Food Systems*, AP-068, U.S. Department of Agriculture, Economic Research Service. 2015.
https://www.ers.usda.gov/webdocs/publications/42805/51173_ap068.pdf?v=42083
- Martinez, S. W. *The U.S. Food Marketing System: Recent Developments, 1997-2006*, ERR-42. U.S. Dept. of Agriculture, Econ. Res. Serv. May 2007.
- Nirmalya, K., and Steenkamp, J.-B. *Private Label Strategy – How to Meet the Store Brand Challenge*. Harvard business School Press 2007.
- Orme, B. K. *Getting Started with Conjoint Analysis – Strategies for Product Design and Pricing Research* – Research Publishers LLC. 2005 Chapters 9 -10.
- Wansink, B. *Marketing Nutrition – Soy, Biotechnology, Functional Foods and Obesity* University of Illinois Press. Urbana Champaign and Chicago. 2005.

Grades

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

Assignments	300 points
Exams	300 points
Marketing plan	250 points
Peer evaluations	100 points
Marketing plan Presentation	50 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 6 **TEAM** assignments, worth 60 points each (i.e. each assignment will count for 6% 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 (250 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 (50 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, and 6; and 3) Marketing Plan and presentation (submitted electronically AFTER the Plan is submitted). 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).

Participation Expectations

Active participation in this course is expected. Besides lecturing, other activities will take place during class meetings, which include 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 penalize lack of participation in group activities (see above).

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

Academic Integrity Policy

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](#).

CSU Honor Pledge

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](#)

Classroom Conduct

As part of the CSU community, during this class students must adhere to Colorado State's [Principles of Community](#). A collaborative, and vibrant community is a foundation for learning, critical inquiry, and discovery. 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:

- **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.
- **Integrity:** We are accountable for our actions and will act ethically and honestly in all our interactions.
- **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.
- **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.
- **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.

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.

Sexual Assault and Violence Elimination CSU's Student Sexual Harassment and Violence policy, following national guidance from the Office of Civil Rights, requires that professors follow CSU policy as a "mandatory reporter" of any personal disclosure of sexual harassment, abuse, and/or violence related experiences or incidents shared with the professor in person, via email, and/or in classroom papers or homework exercises. These disclosures include but are not limited to reports of personal relational abuse, relational/domestic violence, and stalking. While professors are often able to help students locate appropriate channels of assistance on campus (e.g., see the CSU Health Network link below), disclosure by the student to the professor requires that the professor inform appropriate CSU channels to help ensure that the student's safety and welfare is being addressed, even if the student requests that the disclosure not be shared. For counseling support and assistance, please see The CSU HEALTH NETWORK, which includes a variety of counseling services that can be accessed at: <http://www.health.colostate.edu/> . And, The Sexual Assault Victim Assistance Team is a confidential resource for students that does not have a reporting requirement and that can be of great help to students who have experienced sexual assault. The web address is <http://www.wgac.colostate.edu/need-help-support> .

Course Calendar

<i>Dates</i>	<i>Topic</i>	<i>Readings</i>	<i>Assignments</i>
Jan.16 Tue.	<u>Module I:</u> Course intro; What is Marketing? The U.S. Food Marketing System; Marketing Strategy & Marketing Plan	B&K Ch. 1, 2 Low et al. 2015 Martinez, 2007	
Jan.18 Thur.			
Jan.23 Tue.			Assignment 1 Groups' list due
Jan.25 Thur.	<u>Module II:</u> The Marketing Environment. Social Media and E- Business	B&K Ch. 3, 4, 5	
Jan.30 Tue.			Assignment 1 due
Feb. 1 Thur.	<u>Module III:</u> Consumer Behavior, B2B marketing, Market Segmentation, Targeting and Positioning	B&K Ch. 6,7, 9	
Feb. 6 Tue.			Assignment 2
Feb. 8 Thur.			
Feb. 13 Tue.	<u>Module IV:</u> Product Differentiation in Food: Information, labels and 3 rd party certification; organic; local; sustainable	Low et al. 2015; Kuchler & Krissoff 2007; Kuchler et al. 2017; Wansink. Ch. 1, 3	Assignment 2 due
Feb. 15 Thur.			
Feb. 20 Tue.	<u>Module V:</u> Food and health: nutrition; food safety; functional foods; health claims	Chandon & Wansink 2012 Wansink Ch.7, 8, 11, 12 Heasman & Mellentin Ch. 1, 7	Assignment 3
Feb. 22 Thur.			
Feb. 27 Tue.	<u>Review</u>		Assignment 3 due
Mar. 1 Thur.	<u>Exam I</u>		
Mar. 6, Tue.	<u>Module VI.</u> Food Product and Service Strategy	B&K, Ch. 12, 13 Fuller, Ch. 1 and 8	Exams back Peer evaluation 1
Mar. 8, Thur.			Assignment 4 Prod concepts due
<i>Spring Recess</i>			
Mar. 20 Tue.	<u>Module VI. (continued)</u> Branding and Private Labels	B&K, Ch. 12, 13 Nirmalya & Steenkamp ch 1, 2; Handout	
Mar. 22 Thur.	<u>Module VII:</u> Market Research, Data Collection, CRM	B&K Ch. 10, 11, Orme Ch. 6-9; Handouts	Assignment 4 due
Mar. 27 Tue.			
Mar. 29 Thur.	<u>Module VIII:</u> Distribution Strategy and SCM; Retail Strategy and Food Retailing, Distribution Strategy	B&K, Ch. 14, 15; Khan & McAllister, ch. 8; Gustafsson et al. ch 2.3	Assignment 5
Apr. 3 Tue.			
Apr. 5 Thur.	<u>Module IX:</u> Price Determination and Pricing Strategy	B&K, ch 18, 19; Khan & McAllister, Ch. 11	Assignment 5 due
Apr. 10 Tue.			
Apr. 12 Thur.	<u>Module X:</u> Promotion strategy	B&K Ch. 16, 17;	Assignment 6
Apr. 17 Tue.			
Apr. 19 Thur.	<u>Review</u>		Assignment 6 due Marketing Plan Drafts due
Apr. 24 Tue.	<u>Exam II</u>		
Apr. 26 Thur.	Feedback on Marketing Plan Draft – Exam Back		Peer evaluation 2
May 1 Tue.	Presentations – Round 1		
May 3 Thur.	Presentations – Round 2		
Completed Marketing Plans Due May 10th at 11:00 am Peer evaluations 3 to be submitted electronically on May 10th by 11:59 pm			

NOTE: B&K: Boone and Kurtz – 17th edition