



ALEC 340 – Marketing and Public Strategies for Global Sectors

Course Instructor:

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Office Hours: Tuesday & Thursday 2:00 – 3:00 pm or by appointment

Course Time and Location:

TR 9:40-10:55 Morgan Hall 212-A

Course Description:

This course reviews core marketing techniques and analyzes how agricultural organizations communicate their mission, vision and goals for their company both in the United States and internationally.

Course Objectives:

1. Define marketing and outline the steps in the marketing process
2. Identify and analyze the marketing environment
3. Identify the importance of information in gaining insights about the marketplace and customers
4. Identify consumer and business buyer behavior
5. Increase knowledge of product life-cycle strategies
6. Discover ways to deliver customer value through marketing

Course Textbook Required:

Armstrong, G. and Kotler, P. Marketing: An Introduction. 13th Edition (2017)

Email & Canvas:

All students are expected to check email and Canvas on a regular basis. Please ensure that you have access to these services. Additional handouts, readings and supplemental material and information including your grades will be accessible.

Course Expectations:

First and foremost, this class should be fun and enjoyable! With that, this is an interactive class with a high level of student engagement – you must participate. This course is pragmatic in its approach and it is one that you will find useful in your future contacts and work with people.

Attendance is mandatory and will be recorded each scheduled meeting time; however, it is up to you to attend class and make the most of it. **All assignments are due by the date listed in the syllabus and course outline. Following an excused absence student may turn in late work without penalty within 2 business days of the absence. For non-university excused absences, late work will be accepted up to 1 class days past the due date and will be penalized 50%. If the assignment is not turned in after the next class period then it will receive a zero.**

Note: Revisions to this syllabus may be made at the discretion of the instructor. Changes in dates and topics will be announced in class may not be communicated in writing.

Academic Integrity:

We, the members of the University of Tennessee community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied: **"On my honor, I have neither given nor received unauthorized aid in doing this assignment."**

This includes plagiarism, shared work, and documentation of references used on all assignments submitted. As your instructor, I expect you to uphold this.

University's Honor Statement

"An essential feature of the University of Tennessee, Knoxville, is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the university, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity." [Undergraduate Catalog]

Plagiarism:

"Students are also responsible for any acts of plagiarism. Plagiarism is using the intellectual property of someone else without giving proper credit. The undocumented use of someone else's words or ideas in any medium of communication (unless such information is recognized as common knowledge) is a serious offense, subject to disciplinary action that may include failure in a course and/or dismissal from the university.

Specific examples of plagiarism are:

- Copying without proper documentation (quotation marks and a citation) written or spoken words, phrases, or sentences from any source;
- Summarizing without proper documentation (usually a citation) ideas from another source (unless such information is recognized as common knowledge);

- Borrowing facts, statistics, graphs, pictorial representations, or phrases without acknowledging the source (unless such information is recognized as common knowledge);
- Collaborating on a graded assignment without the instructor's approval;
- Submitting work, either in whole or in part created by a professional service and used without attribution (e.g., paper, speech, bibliography, or photograph).”

[Undergraduate Catalog]

Other Issues:

Please see the University of Tennessee Student Guide (<http://hilltopics.utk.edu/>) for specific questions concerning your college experience.

Grade Breakdown: Please note grades are based on points not percentages.

- A :405-450 points
- B+ :390-404 points
- B :376-389 points
- B- :360-375 points
- C+ :344-359 points
- C :329-343 points
- C - :314-328 points
- D+ :299-314 points
- D :284-298 points
- D- :270-283 points
- F :269 and Below

Assignment	Points Available	Points Earned
Cases	100	
Quizzes	80	
Marketing Updates	20	
Presentation 1	100	
Presentation 2	100	
Attendance	25	
Participation	25	
TOTAL POINTS	450	

DATE	Course Topic	Assignment Due
Jan 10	Introduction to course	
Jan 15	Marketing: Creating and Capturing Customer Value	Marketing Update
Jan 17	Marketing: Creating and Capturing Customer Value	
Jan 22	Company and Marketing Strategy	Case 1: Do Us A Favor /Marketing Update
Jan 24	Company and Marketing Strategy/Benton's Bacon	Bring your computer!
Jan 29	Analyzing the Marketing Environment	Quiz 1/Marketing Update
Jan 31	Analyzing the Marketing Environment/FDA	
Feb 5	Super Bowl Day	Marketing Update/ Assign presentation 1
Feb 7	Guest Speaker	
Feb 12	Managing Marketing Information	Marketing Update
Feb 14	Understanding Buying Behavior	
Feb 19	Customer Driven Marketing	Marketing Update
Feb 21	NO CLASS	
Feb 26	Products Services and Brands	Quiz 2
Feb 28	New Product Development	
March 5	In Class Work Day	
March 7	Out of Class Work	Case 2: Geographical Indication pg. 234
March 12	Presentation 1	
March 14	Presentation 1	
March 18-22	SPRING BREAK/SPRING RECESS	NO CLASS

March 26	Communication and Marketing	Marketing Update-- Assign Presentation 2
March 28	Communication and Marketing	Case 3: TBD /Marketing Update
April 2	Marketing Channels	
April 4	Engaging Consumers and Communication Customer Value	Quiz 3/Marketing Update
April 9	Social Media and Mobile Marketing	
April 11	Social Media and Mobile Marketing	Case 4: Social Media
April 16	The Global Marketplace/ Social Responsibility and Ethics	
April 18	In Class Work Day	Marketing Update- Quiz 4
April 23	Presentation 2	
April 25	Presentation 2	
April 30	NO EXAM	

Assignment Descriptions:

Attendance and Participation - 50 Points

Attendance and participation is required and will make the class material much easier to comprehend. There will be a daily sign in sheet that will be passed around each class day. An initial or signature is required for each student to be counted as present in the class. Students who sign in for other students will not count for that specific student nor will it count for them that day.

Quizzes - 80 Points

There will be 4 quizzes given during this semester. Each quiz is worth 20 points and will be over the lectures presented in class.

Cases: 25 points each for a total of 100 points

During the semester each student will be required to turn in 4 different cases. These assignments will require you to read about certain cases and answer questions associated with those cases. You will be required to turn in a typed paper (12 pt font, 1 inch margin, Times New Roman). If you have multiple pieces of paper, make sure they are stapled together. I will not accept papers that are not stapled.

Marketing Updates: 20 points

The world of marketing is very fast pace and ever changing. This assignment requires you to keep up-to-date on current agriculture marketing trends, issues, or news. Each group will be assigned a day/days to briefly present to the class what they found and why it is interesting. Each member of the group needs to contribute in the discussion and be fully aware of the topic. A PowerPoint is not required for this assignment.

Presentation 1: 100 points

Marketers often report on their competitor's marketing plan so they can understand what is working for their competitors and what is not. This assignment requires your group to choose an Ag company and dissect its marketing plan based on what you have learned in class thus far. There will be a guideline for the presentation provided on blackboard.

This is a professional presentation and will require a PowerPoint to be used during your presentation. I will allow 20 minutes for each presentation. The presentations will be spread over the course of two days. Business casual dress is required and all members of the group must be present in order for the group to start. Peer evaluations will be handed out and will affect only the individual who received poor reviews. Each member of the group is required to speak during the presentation day

Presentation 2: 100 points

This assignment should be the most challenging, but the most fun assignment of the semester. You are officially a marketing company and are required to come up with a marketing plan for a new product (that you create) to help the Ag industry (VERY BROAD) in a positive way. It will be up to your group to come up with a successful plan that will allow this product to grow and be profitable. You will be presenting this new product and plan to a panel of judges. The product that you come up with will be approved by the teacher before the marketing campaign starts. You will be given one month to work on this inside and outside of class. Use your time wisely!

This is a professional presentation and will require a PowerPoint to be used during your presentation. I will allow 20 minutes for each presentation and each member of the group is required to contribute during the presentation. The presentations will be spread over the course of two days. Business casual dress is required and all members of the group must be present in order for the group to start. Peer evaluations will be handed out and will affect only the individual who received poor reviews