Sem in Ag & Food Mkt Plan
ABUS 411 (3 units); Fall 2015
Thursday, 5:00 p.m. to 7:50 p.m.
California State University, Chico

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TH 4:30-5 p.m. mdalton@csuchico.edu secondary email
Or by Appointment

Description: To provide an in-depth understanding of marketing, market planning and implementation. Development of a marketing plan including product and market assessment, financial evaluation justification, a plan of action, and an evaluation/control component.

Recommended:
Reference Book:

Course Requirements:

1. Active participation in class discussions is a must; hence attendance is required in class and absences will count against you each class is worth 10 points.
2. Be prepared to work in groups in class and out on the marketing project. Homework or assignments will not be accepted after the due date. You may post them early and I will accept assignments up to the end of class on the due date. All assignments will be posted to the blackboard.
3. Exams: There will be 1 mid-term exam and the final will be the presenting the project, all exams will consist of multiple choice, true false, fill-in, and short answer questions. There will be no make-up exams and as always there is no talking during an exam.
4. Group Term Paper and Oral Presentation: Please see Project guidelines. Your grades will be determined as outlined in the project details. In addition, a written critique of each group member will be given to the instructor, include in your comments a grade between 1 and 100 for each of your members.
5. Individual Pecha Kucha presentations: Details on this will be announced in class and criteria posted on the blackboard.
6. If you have a disability that requires special accommodations, you must contact a counselor at Disability Support Services.
7. Students are responsible for handling the necessary paperwork for adding or dropping this class by the due dates found in the 2014-2015 Academic Calendar. University guidelines for dropping classes are strictly adhered to.
8. The course outline will be followed and it is your responsibility to be prepared for each class. It is the instructor’s discretion to make appropriate changes to the course outline.
9. The class follows the standards set in the Code of Students Rights and Responsibilities (EM 96-38) and students are subject to disciplinary action for violation of that code. It is the student’s responsibility to know those codes and adhere to them.
**Grades** will be based on point percentages (no class curves) and are assigned as follows:

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<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
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<tr>
<td>A-</td>
<td>90-92</td>
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<tr>
<td>B+</td>
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<td>B</td>
<td>83-86</td>
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<td>C+</td>
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<td>D+</td>
<td>66-69</td>
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<td>D</td>
<td>60-65</td>
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<td>Other</td>
<td>&lt;60</td>
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(1) Mid-Terms (50 pts) = 5%
Group Paper & Final Oral Presentation (400 pts) = 50%
Individual Pecha Kucha Presentations (75 pts) = 15%
Attendance (150 pts) = 15%
Class Participation/Assignments (125 pts) = 15%
Total (800 pts) = 100%

It is recommended that students make and keep a copy of all assignments and papers submitted to the instructor.

If there is evidence that you have been involved in any form of academic dishonesty, you will receive an "F" grade for the course, be locked from Blackboard, and a report will be provided to Student Judicial Affairs for further action.

If a student feels an error in grading has been made, the student has one week from the time of the assignment is returned to them to request a review of the grade. The request must be in writing – attached to the original assignment and must include a specific statement as to what is in error, how it should be corrected, and what supporting evidence is available.

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**Altering Course Status**

Requesting "No Grade of Record" (NGR), alterations in Credit/No-Credit status or withdrawing from the course is the student's responsibility, as is attending to the necessary paperwork and timelines except where required of the instructor by university policy.

If student does not withdraw, and does not attend class or complete required work, an “F” will be reported for their grade. Instructors may drop a student or issue a “W” for those students who do not attend the first two classes. Students should never assume that instructors automatically drop students from their class. After the 20th week of instruction, withdrawal (W) is permitted only for extenuating circumstances.

Requesting an Incomplete (“I”): A student must have a passing grade at the time they request an incomplete from the instructor, who at their discretion may or may not award and incomplete as the grade. If it is awarded, the student must complete all remaining coursework in the following semester. An incomplete is not given because a student is unable or unwilling to keep pace with the requirements of a course.

Adding this Class: For students not currently enrolled in this class, for the first week of class student may continue to enroll in open classes without an add authorization number. For closed classes, students must attend the class to obtain and add authorization from the instructor prior to registration. Add forms can be obtained from the College of Ag office.
Expected Student Behavior in the Classroom

- Students are expected to turn off all pagers, cell phones and other electronic devices during class time.
- Students are expected to pay attention and participate in class meetings.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks.
- Students are not allowed to come and go during the class session.
- All class participants are expected to exhibit respectful behavior to other students and the instructor.
- All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

The class follows the standards set in the Code of Students Rights and Responsibilities (EM 96-38) and students are subject to disciplinary action for violation of that code.

Academic Conduct and Appealing Grades:

Academic Honesty

Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for the respect of others' academic endeavors. Students who violate these standards (e.g., cheating and plagiarism) must be confronted and must accept the consequences of their actions. The university's policies on academic dishonesty will be strictly enforced. It is the student's responsibility to know and understand the CSUC Academic Honesty Policy. The university's policy is provided in their catalog as well as via its web site. Ignorance of university policies and to what constitutes academic dishonesty is not acceptable excuses in this matter. If there is evidence that the student has been involved in any form of academic dishonesty, they will receive an "F" grade for the course, be locked from WebCT, and a report will be provided to Student Judicial Affairs for further action.
GROUP TERM PROJECT

We will be forming teams and half the teams will be doing a marketing plan for a domestic product and the other half will develop an international marketing plan. This project consists of a written marketing plan and a final presentation.

The selected product may be a consumer food product or an input for a consumer food product. The objective of the plan should be to increase returns to your investors or board of directors. It can be any of the following: a new product, an existing product that is being repositioned, a new market for the product, or a new use for an existing product. The Western United States product can be national or regional but the campaign must be focused on the United States marketing segment west of the Mississippi River (including Hawaii). The International product must be an exportable product with the campaign focused on a foreign market.

Domestic Team Scoring for Final Paper as well as the Presentation:

Introduction: **20 points**
Product definition, goals, objectives, volume of sales, target market

Industry analysis and primary research: **20 points**

Market analysis: **25 points**
Potential, Market Share, Need, Demographics

Competitive Analysis: **25 points**
Compare to other substitute products (i.e. price, position, strengths, weaknesses), SWOT analysis

*Position, Price, Place, Promotion (score for tie-breaking): **35 points**
Place include distribution channels, Promotion (include details of avenues chosen and cost of each)

Financials: **25 points**
Must include for years 1, 2, & 3, gross sales, net sales, gross margin, expenses (i.e. administration and marketing), net profit (before taxes)

Presentation & Q&A: **50 points**
Team synergy, speaking ability, eye contact, voice inflections, and confidence

Total Points: **200**
International Teams Scoring for Final Paper as well as the Presentation

Introduction: 25 points
Product definition, goals, objectives, volume of sales, target market

Industry analysis: 20 points

Market analysis: 25 points
Potential, Market Share, Need, Demographics

Competitive Analysis: 20 points
Compare to other substitute products (i.e. price, position, strengths, weaknesses), SWOT analysis

*Position, Price, Place, Promotion (score for tie-breaking): 35 points
Place includes distribution channels (an emphasis– 15 points will be judged on distribution channels), Promotion (include details of avenues chosen and cost of each)

Financials: 25 points
Must include for years 1, 2, & 3, gross sales, net sales, gross margin, expenses (i.e. administration and marketing), net profit (before taxes)

Presentation including Q&A: 50 points
Team synergy, speaking ability, eye contact, voice inflections, and confidence

Total Points: 200

Penalties for Final Presentation.

Both Domestic and International groups will have 20 minutes total to present their campaign at the end of the semester. Penalty of 20 points is administered to participants if the presentation exceeds the time limit. For each 30-second interval beyond 20 minutes, there is an additional 20 point penalty. Time will be cut off at 21 minutes. Time begins when the first presenter starts speaking.
Tentative Schedule for ABUS 411

8/27  Introduction, basic explanation of project and presentation,  
      Basic discussion of marketing plan, form groups, brainstorm with groups  
**Homework:** Begin brainstorming product ideas, individual idea presentations will be on 9/3

9/3  Individual ideas for group projects are presented and voted on. Lecture on marketing plan components.

9/10  Product ideas with basic market data showing need, competitors, etc.,  
      **Homework Due in class (9/17):** Outline including product information and ideas and an overview of market data collected: Collect data on product

9/17  Competitor analysis, data collection  
      **Homework:** Collect data for competitive analysis and be prepared to discuss the basic competitors with class

9/24  Product refinement (should be finalized at this point), Introduction portion of competition which includes: product definition, goals, objectives, volume of sales, target market  
      **Homework:** Complete introduction

10/1  Industry analysis and primary research  
      **Due in class (10/8):** Written Introduction  
      **Homework:** Complete industry analysis and primary research

10/8  Market analysis which includes potential, market share, need, demographics  
      **Due in class (10/15):** Written industry analysis including primary research  
      **Homework:** Complete market analysis

10/15  Competitive analysis including comparing substitute products (price, position, strengths, weaknesses), SWOT analysis  
      **Due in class (10/22):** Written market analysis  
      **Homework:** Complete competitive analysis

10/22  Price, position, place (including distribution channels), promotion (avenues chosen and cost of each)  
      **Due in class (10/29):** Written competitive analysis  
      **Homework:** Continue to work on 4P’s
10/29  Finalize 4P’s, Begin financials for years 1, 2, 3 (gross sales, net sales, gross margin, expenses, net profit before taxes)
**Due in class (11/5):** Written 4P’s
**Homework:** Complete 4P’s and work on financials

11/5  Financials continued
**Homework:** Complete financials

11/12  Questions about written report, discuss final report format, begin presentation discussion: **Written financials Due**
**MIDTERM EXAM**
**Homework:** Compile all edited sections and complete written report

11/19  Presentation ideas and skills, work on Keynote presentation, assign parts for group members to work on
**Due in class (12/3):** Final written report
**Homework:** Work on completing presentations over break (11/23-11/27)

12/3  Individual Pecha Kucha Presentations.
**Homework:** Presentations!

12/10  Groups will receive graded and edited written reports. Continue to work on Presentations.
**Due by end of class period (12/10):** Keynote portion of the presentations must be completed

12/17  **Final Exam: Presentations!**