

**AGEC 4243
FOOD PRODUCTS MARKETING
SPRING 2015**

GENERAL INFORMATION

INSTRUCTOR: Dr. R. Wes Harrison, Professor
Dept. of Ag. Economics & Agribusiness
Room 230, Martin D. Woodin Hall
Tel: 225-578-2727
e-mail: rwharri@lsu.edu

OFFICE HOURS: By appointment.

TIME & LOCATION: 1030-1120: M W F - 204 WOODIN HALL

COURSE DESCRIPTION: An overview of the food marketing system; marketing, management, and economic principles as applied to branded food products; formulation and implementation of marketing plans for branded food products.

Prerequisites: Grade of "C" or above in AGECE 2003 and ECON 2030, or ECON 2000 and ECON 2010; MKT 3401.

COURSE OBJECTIVES:

Upon completion of the course, you should:

- 1) be able to describe the various organizations that comprise the global agri-food marketing system, and the function that each organization performs in the system.
- 2) be able to use basic marketing principles to analyze and develop marketing strategies for food products.
- 3) be able to write a marketing plan for a branded food product.

GRADING POLICY

The grade obtained in the course will be determined by your performance on class participation, two exams and a group project. The relative weights are as follows:

Percent of Course Grade

Class Participation	10
Two exams 100 pts each x 2 exams	50
Group Project (40% total)	
Written Report	20
Presentation	10
Individual Grade	<u>10</u>
Total	100

The final grading scale is as follows: 90-100=A; 80-89=B; 70-79=C; 60-69=D; and below 60=F.

IMPORTANT POLICIES AND PROCEDURES (please read these carefully)

(1) We will do graded in-class activities in this class. Some of the activities will be announced in advance, and will be a component of your group project. Missing these activities will affect the individual grade on your group project. Other activities will not be announced in advance, and these activities will serve as the basis for your class participation grade. You are expected to attend every class.

(2) There will only be one make-up exam given for students with an excused absence. You must provide documentation for the excused absence one week before or after the date of the exam you missed.

(3) You will be held to all university policies regarding academic misconduct, as described under section 5.1 of the LSU student handbook.

AGEC 4243 - Spring 2015 Course Outline

- I. Understanding the Food Marketing System
 - The Food System in the Global Environment
 - Food Marketing - Activities and Philosophy of Food Manufacturing
 - Food Wholesaling
 - Food Retailing
 - Food Service
- II. Food Consumption and Buying Behavior
 - Food Consumption and Changes in Food Consumption Food-Buying Behavior
 - The Effects of Demographics on Food Buying Behavior
- III. Consumer Concerns about Food Products Health, Nutrition & Safety
 - Consumer's Product Concerns
 - Food Marketing & Business Ethics
 - Economics of Food Safety
- IV. Structure of the Global Food System
 - Biological Influences on Channels of Distribution Functions of Market Intermediaries
- V. Selecting and Researching Target Markets Market Segmentation
 - Market Segmentation Strategies
 - Market Research for Market Segments Primary Market Research
 - Product Positioning in Market Segments
- VI. Food-Product Management and Development
 - What is a Food Product?
 - The Total Food Product
 - Brand Strategies
 - Product Life Cycle Product Management New-Product Development
- VII. Promotion of Food Products
 - Promotion in Grocery Distribution
 - The Management of Advertising
 - Personal Selling
 - Commodity Promotion
- VIII. Pricing of Branded Food Products
 - Pricing and the Factors that Affect Price
 - Price Setting
 - Pricing by Stage of the Food System