

Course Syllabus
Fall 2007
APEC 309: *Economics of Agricultural Marketing*

Contact information

Instructor: **Dr. Charles E. Curtis, Jr.**
Office: **264 Barre Hall**
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Office Hours

Monday through Friday 8:00-12:00 noon & by appointment

Email is the most effective mode of communication for making appointments. Please put in subject line *APEC 309 Appointment*. The instructor will accommodate disability needs.

Credits: 3 credit hours
Course Meets: Tuesday & Thursday 9:30-10:45,
A202 P&AS
(If instructor has not arrived by 9:45 students may leave)

Required Materials:

**Cohen, William A., *"The Marketing Plan"* 5th Edition, John Wiley & Sons, 2006
ISBN 0-471-75529-X**

**Hopkins, Tom, *"Selling for Dummies"* 2nd Edition, Hungry Minds, Inc., 2001
ISBN 0-7645-5363-1**

**Daley, Kevin R., *"Socratic Selling: How To Ask Questions That Get The Sale"*,
McGraw-Hill, 1996
ISBN 0-7863-0455-3**

Objectives:

1. Learn a lot & have fun.
2. Understand the various functions of developing a marketing plan.
3. Understand the foundations of research and consumer analysis that is imperative to successful marketing.
4. Understand the various media formats that carry advertising and promotional messages to audiences.
5. Understand the planning, research, and production necessary to create a marketing campaign.
6. Understand some of the specialized issues involved in professional selling, and

Clemson University's Statement on Academic Integrity:

"As members of the Clemson University community, we have inherited Thomas Green Clemson's vision of this institution as a 'high seminary of learning.' Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form."

"When in the opinion of a faculty member, there is evidence that a student has committed an act of academic dishonesty, the faculty member shall make a formal written charge of academic

dishonesty, including a description of the misconduct, to the Associate Dean of Undergraduate Services. At the same time, the faculty member may, but is not required to, inform each involved student privately of the nature of the alleged charge.”

Grading:

The purpose of the team assignments is to encourage continuous progress towards the final team project completion. Preliminary presentations by teams will be required. All students will be required to submit constructive critiques of all other team’s preliminary presentations. Each team will develop a plan proposal for a one year marketing campaign for a local entity as assigned by the instructor. Each team will submit a written report and make a presentation on the proposal for their specific campaign.

The team paper should be professional and comprehensive in treating relevant components as specified in pp. 2 in the text. The team will receive an overall grade for the team project. Each team member will evaluate the contributions of the other team members (peer review) after the final presentation. That grade will averaged and be the “Personal Adjustment Factor (P.A.F.)” for each team member. The individual’s project score will be the team project score times the P.A.F. Team leaders will receive 110 percent of the team grade times their P.A.F. Team membership will be assigned by the instructors. The element of competition is incorporated with the winning teams receiving a score bonus.

The grading scale for course grades will be >90%: A, 80% to 90%: B, 70% to 80%: C, 60% to 70%: D, and <60%: F.

Exams		
Exam I	20	
Exam II	20	
Final Exam	20	
Drop one	-20	
EXAM Total		40

Professional Sales Individual Project		
Externship Summary	10	
Book Report – “Socratic”	10	
Book Report – “Dummies”	10	
Sales Total		30

Team Assignments		
1) Timing	1	
2) Environment	1	
3) Goals	1	
4) Mkt. Strategies	1	
5) Mkt. Tactics	1	
6) Forecasting & Budget	1	
7) Evaluation & Control	1	
Team Subtotal		7
Final Report & Presentation		20
Winning Team Bonus		3
Team Total		27 or 30

The instructor reserves the right to modify any portion of the syllabus as needed