Food Products Marketing
AG BM 302
Spring 2016

Instructor: Scott Colby
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509-710-5933 (cell)
207-D Armsby

Location: 9 Life Sciences

Time: Tuesday and Thursday 9:45-11:00

Office Hours: Tuesday 2:15-3:15 or by appointment

Communication: My door is almost always open for drop-in visits. Office hours are preferred, but other times work as well. Topics of conversation need not be restricted to course content. Please send emails to the PSU address above: not through ANGEL. If you need to call me, please first call my office number, and, if it is an emergency, then try my cell phone number.

Course Description

This course will (i) cover the techniques that food marketers employ, (ii) provide an up to date description of the food marketing environment, and (iii) discuss social, health, and ethical issues related to the food system and marketing. Students will apply food marketing techniques and knowledge creatively by constructing marketing plans for a food related product or service.

Course Perspective

Food marketing can be approached from many different angles.
1. **Food marketers** act to accomplish business objectives.

2. **Policy makers** have a keen interest in food marketing for two reasons: (i) to learn food marketing practices that can be applied to promote the consumption and production of foods that contribute to a social good (e.g. health, environment); and (ii) to better regulate food markets (e.g. food safety, false advertising, etc.) when markets fail.

3. **Scientists** approach food marketing with the goals of achieving a deeper understanding of how the food system works and to produce accurate measurements of the past that can then be used to predict the future.

4. **Citizens** necessarily must interact with and are affected by food marketing. We all buy and consume food. It is literally what we are made of. As a person you benefit by being informed about the food marketing and the food system and food in general.

Instead of restricting ourselves to just one perspective, we will at various times look at food marketing from all four. Primarily, however, we will employ food marketers’ perspectives. Indeed, to be a successful marketer of food products, it behooves you to be aware of policy makers’ interests and dictates, and the insights of food economists, behavioral psychologists, and other scientists.

Another dimension along which Food Products Marketing must be positioned is in the food chain. All of you have experienced food product marketing as a consumer. Food marketing, however, occurs all along the food chain: from the farmer, to agents and brokers, to producers, to distributors, to retailers, and finally to consumers. This course will span food marketing all along the food chain, but will be centered on the producer-retailer-consumer portion of the food chain.

**Grading**

Your grades will come from 2 sources: your individual effort and team presentations.

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<thead>
<tr>
<th>Individual Effort: 640 points</th>
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<tr>
<td>Assignments</td>
<td>420</td>
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<tr>
<td>Exam</td>
<td>150</td>
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<td>Quizzes</td>
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<td>Other</td>
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<th>Team Effort: 360 points</th>
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<tr>
<td>Marketing Plan</td>
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<td>Peer Evaluations</td>
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Individual Effort (640 points)

- **Assignments (420 points):** Assignments are designed to help you understand the material by giving you an engaging opportunity to think deeper about the concepts. Each assignment will be worth an equal amount. Your lowest scoring homework assignment will be dropped. Assignments are due at the beginning of class. Submissions during or at the end of class will not count as on time. You will typically have one week to complete assignments.

Assignments are not to be performed in groups. If you need help, I am at your service.

*Late Assignments will be accepted with a 20% daily penalty.* This means that missing the deadline will automatically result in a 20% penalty. Submitting the assignment one day late will result in a 40% penalty and so on. *No late assignments will be accepted after the assignment has been graded and handed back to class.* In other words, a major part of your HW is an exercise in delivering your responsibilities.

- **Exam (150 points):** There will be only one exam. No comprehensive final exam will be held during finals’ week. The exam will consist of multiple choice, short answers, and problems and it will be closed book, closed notes. Make-up exams will only be given if the student has contacted the instructor before the day of the exam and has a legitimate and verifiable excuse.

- **Quizzes (40 points):** There will be four in-class quizzes (10 points each) on the case studies assigned at the end of the course. The reason for having these quizzes is to give you greater incentive to read the case studies. This is important because we will use entire classes to discuss the case studies and do exercises based on them.

- **Other (30 points):** This includes small homework assignments I may assign throughout the semester (e.g. readings), pop quizzes, class participation, and your level of professionalism.

Group Effort (360 points)

You will form groups of 4 marketers for the purpose of developing a marketing plan.

- **Marketing Plan (200 points – group grade):** 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 report will be due as indicated in the course outline - you will be required to submit the report both electronically and as hard copy. The points that you will receive will depend on the quality of the report. Past marketing plans have been impressive. I expect the same from you! More information will be provided later.

- **Presentation (60 points – group grade):** 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. More information will be provided.

- **Peer evaluations (100 points):** In order to deter free riding behavior and to reward those that dedicate more time and effort to the group project, individual effort will be measured via peer evaluations. You will be asked to evaluate yourself and each one of your teammates based on an evaluation sheet that will be given to you. You will use an evaluation sheet to assign a score between 1 and 10 to each of your teammates, according to 5 distinct metrics (punctuality; preciseness; commitment, team spirit, and experience). The sum of the scores will be then multiplied by two. More information will be provided.

**Grading Scale**

The following grading scale provides minimum letter grades for corresponding percent numerical grades. I reserve the right to bump your letter grade up if I determine that your numerical grade did not capture a positive aspect of your activities or contribution to the class. For instance, if you participate a lot in class, attend class regularly, bring insights to the course (e.g. excellent examples of discussed principles), demonstrate intellectual enthusiasm, do side projects, are helpful to others, and so on, then I may reward you with a higher grade. However, in no case will I lower your grade.

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<tr>
<th>Grade</th>
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<tr>
<td>A</td>
<td>93-100</td>
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<td>A-</td>
<td>90-92.99</td>
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<td>B+</td>
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<td>B</td>
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<td>B-</td>
<td>80-82.99</td>
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<td>C+</td>
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<td>C</td>
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<td>D</td>
<td>60-69.99</td>
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**Materials**

I will use the course website to make lesson slides, readings, and other materials available to you.
The course website is

https://sites.psu.edu/agbm302

Textbook

There is no required textbook but you will find the following texts useful.


Much of the principles of marketing taught in this course will come from this Boone and Kurtz. I use the most current, 16th edition, but recent past editions will work as well. You have the option of buying it in its entirety or by chapter, and in traditional or ebook form.

Wansink’s *Marketing Nutrition* is the source material for much of the applied psychographic food marketing techniques covered in the course. *Mindless Eating* is an entertaining book written for a general audience that surveys the myriad surprising behaviors surrounding food consumption. This book will convince you that many of your intuitions about food consumption behavior are wrong, or at least warrant scientific investigation.

Some course material comes from Schaffner et al.’s *Food Marketing*. Even if this book was not outdated, it would not suffice as the primary text for this course. Nevertheless, some course material originates from this book. The sections on distribution and contracts are particularly useful.

Case Studies and a Video Game

You will be required to read case studies from Harvard Business Review (http://hbsp.harvard.edu/). They are well worth the current discounted cost of $3.95 each. A
future homework assignment will require you to purchase access to a video game (simulation exercise) through the same website. An email will be sent to the class that grants access to the materials at a reduced price. Our course packet can be accessed for purchase through

https://cb.hbsp.harvard.edu/cbmp/access/44453162

Journal Articles, Handouts and Other Materials

Other materials such as journal and newspaper articles, data tables, and silly things will be a part of this course. Some will be used to as lecture aids, lecture source material, parts of homework, or simply to provoke thought and perk interest. When needed, they will be provided to you either in paper form in class, and/or through the course website.

Academic Integrity

Academic dishonesty includes, but is not limited to: cheating, plagiarizing, fabricating of information or citations, facilitating academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of others. Sanctions imposed for acts of academic dishonesty may include receiving an “F” for the course, being reported to the College for academic dishonesty, or expulsion from the University. All course participants are expected to adhere to the University’s Academic Integrity Policy http://www.psu.edu/dept/ufs/policies/49-20.

You are encouraged to discuss concepts, ideas, and assignments with other students. The work you turn in will represent your integration of information from the readings, books, journal articles, other people, and your own ideas. You must accurately reference any material copied verbatim or summarized directly from other sources, including case studies from previous semesters of this course and/or other courses. If you thought it through, and have written it down in your own words, it meets my criterion as your own work. Keep in mind that if you copy text from any source, without appropriately citing your sources and reporting such text as a “direct citation” you may be accused of plagiarism.

“If your sources are very important to your ideas, you should mention the author and work in a sentence that introduces your citation. If, however, you are only citing the source to make a minor point, you may consider using parenthetical references, footnotes, or endnotes.” (plagerism.com, retrieved 8/26/14).
Schedule

The course will be broken down into two distinct parts. The first part will be comprised mostly of traditional lectures. At the end of that part, there will be a midterm exam.

After that your marketing plans will become the main focus of the course. The first four weeks after the midterm will focus on the focus on one of the 4 P’s of marketing. Each week will be a lecture and a case study discussion. During those weeks you will be more fully developing your marketing plans. If time permits you will have in-class time to work on your plans and use me as a consultant.

At the very end of the semester you will give class presentations of your plans.

Disclaimer

Later, it may make sense to do things differently and make adjustments. For this reason, I reserve the right to change things up.