

COURSE NAME: Economics of Food Marketing System

COURSE NUMBER: 11:373:331

SEMESTER: Spring 2019

MEETING DAYS, TIMES, AND PLACE: M, W 2:15 – 3:35PM, FS 101

CONTACT INFORMATION:

Instructor(s): Dr. Sanjib Bhuyan

Office Location: Cook Office Building, Room 104

Phone: 848-932-9123

Email: bhuyan@sebs.rutgers.edu

Office Hours: M, W 9:30 – 10:30AM, drop by or make an appointment

PREREQUISITE:

Open to E&BE (11:373) majors and others who have successfully completed an introduction to microeconomics course (e.g., 11:373:121 or 01:220:102) and Agribusiness Marketing (11:373:231) or equivalent.

COURSE WEBSITE, RESOURCES AND MATERIALS:

There is no required text book for this course. Students are strongly encouraged to read the following text books (copies of which are put on the reserve section by the instructor):

Kotler, Philip & Kevin L. Keller. A Framework for Marketing Management, 6th ed., Upper Saddle River, NJ: Prentice-Hall, 2016, ISBN: 978-0133871562

Kohl, Richard L. and Joseph N. Uhl. Marketing of Agricultural Products, 9th ed., Upper Saddle River, NJ: Prentice-Hall, 2002, ISBN: 978-8120322202

COURSE DESCRIPTION:

This course is designed to teach students the economics and management of the US food marketing system that encompasses the value chain extending from farm gate to consumers' plate. Students will learn a variety of concepts, including analytical models and how to use them in assessment of the real-world marketing strategies, consumer behavior, and market performance. Student's work throughout the semester should show strong and coherent evidence of the learning goals, embodied primarily in the writing and thinking they do.

COURSE OBJECTIVES:

The objective of this course is to enable students to understand

1. How the U.S. food marketing system is organized,
2. How the market participants (i.e., farmers, processors, wholesalers, retailers, and food services) behave in terms of their cost, price, and product management strategies,
3. How consumer behavior impacts market participants and their behavior, and
4. How institutions, including the government, impact the food marketing system.

LEARNING GOALS:

Assuming that a student is a participant in class, speaks to the instructor, and do the reading and required work, by the end of this course, students will be able to:

1. Evaluate the importance of the food marketing system in the U.S. and in the world economy
2. Determine the role of consumers in a (food) marketing system
3. Identify factors influencing the food marketing system

4. Examine how the food marketing system is organized, including management strategies and supply chains used by market participants (e.g., retailers)
5. Assess the roles played by the market participants (e.g., food processors) in the food marketing system
6. Understand how agricultural industrialization is transforming the food production-marketing system
7. Understand pricing strategies used by marketing firms
8. Identify and understand cost components of the food marketing system
9. Understand the role and impact of public policy in the food production-marketing system

ASSIGNMENTS/RESPONSIBILITIES, GRADING & ASSESSMENT:

Format: Class meetings will consist of lectures and discussions. Active student participation is essential in all aspects of this class. Lectures, videos, and discussions will be used to integrate the topics covered in the course, to explain and amplify information contained in the reading assignments, and to present supplementary material. Students are strongly encouraged to participate actively and are responsible for the material in reading assignments.; two 80-minute periods per week.

Assessment: In addition to **2 in-class tests** to assess student understanding and progress, there are home work and quizzes throughout the semester. Each test may consist of both multiple-choice and short essay-type questions. Each student also required to work, either individually or in a group, on a **research paper, i.e., term paper**, throughout the semester and must submit it at the end of the semester in order to pass the course. The goal of the term paper is to put together the concepts and topics learned in the classroom (i.e., about marketing channels and channel dynamics, marketing management strategies, and industry structure and performance) into use in the form of a research paper.

ACCOMODATIONS FOR STUDENTS WITH DISABILITIES

Please follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full policies and procedures are at <https://ods.rutgers.edu/>
Those students with learning or other disabilities should contact the instructor at the beginning of the semester with appropriate paper work.

ABSENCE POLICY

Students are expected to attend all classes; if you expect to miss one or two classes, please use the University absence reporting website <https://sims.rutgers.edu/ssra/> to indicate the date and reason for your absence. An email is automatically sent to me.

COURSE SCHEDULE:

<u>DATE</u>	<u>TOPICS</u>	<u>ASSIGNMENTS (in addition to the term paper)²</u>
Week 1: 1/23/19	An overview of the food and agribusiness marketing in the 21st Century	HW, Quiz
Week 2: 1/30/19	Analyzing Agri-food Markets	
Week 3: 2/6/19	Understanding the role of Consumer Behavior	HW, Quiz

Week 4: 2/13/19	Understanding the role of Consumer Behavior (contd.)	
Week 5: 2/20/19	Organization and Management of the Food Processing Sector	Quiz
Week 6: 2/27/19	Organization and Management of the Food Wholesaling and Retailing Sectors; Market logistics / supply chain management	Quiz
Week 7: 3/6/19	Organization and Management of the Food Wholesaling and Retailing Sectors; Market logistics / supply chain management (contd.)	
Week 8: 3/13/19	Market Structure and Competition in Food Markets	HW, Quiz
Week 9: 3/20/19	Industrialization of the Agri-food system: Decentralization, Vertical coordination, Mergers and Acquisitions	HW, Quiz
Week 10: 3/27/19	Price Management and Analysis	HW, Quiz
Week 11: 4/3/19	Price Management and Analysis (contd.)	
Week 12: 4/10/19	Analyzing Food Marketing Costs	Quiz
Week 13: 4/17/19	Institutions in Agri-food markets: Government, Cooperatives, and Futures markets	HW, Quiz
Week 14: 4/24/19	Institutions in Agri-food markets: Government, Cooperatives, and Futures markets (contd.)	
Week 15: 5/1/19	The Global Food Market	HW

FINAL EXAM/PAPER DATE AND TIME

Online Final exam Schedule: <http://finalexams.rutgers.edu/>

ACADEMIC INTEGRITY

The university's policy on Academic Integrity is available at <http://academicintegrity.rutgers.edu/academic-integrity-policy>. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

As per Rutgers University Senate Resolution S-1803, all instructor developed course materials, including this syllabus, is protected by the University Academic Integrity Policy and any unauthorized posting of such materials is prohibited and is subject to disciplinary action.

STUDENT WELLNESS SERVICES

Just In Case Web App <http://codu.co/cee05e>

Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901 / www.rhscaps.rutgers.edu/

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / www.vpva.rutgers.edu/

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

Scarlet Listeners

(732) 247-5555 / <https://rutgers.campuslabs.com/engage/organization/scarletlisteners>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.