

Syllabus for ABIZ. 2510 Introduction to Agricultural and Food Marketing

Spring Term 2019

Lectures: Room 172 Ag. Building; T/Th 1:00-2:15pm
Lecturer: Derek Brewin, 356 Ag. Bldg, Phone: 474-8702 email: derek.brewin@umanitoba.ca
Class webpage: UMLearn (<http://home.cc.umanitoba.ca/~brewindg/61251.html>)
Office Hours: Mon. 3:30 to 4:30 or by appointment. Best way to communicate is by email. Please call if you have not had a reply in 2 business days.

Purpose and Objectives: Economic principles and institutions involved in the Canadian agricultural and food marketing system will be the focus of this class with Farm and Agribusiness applications.

Prerequisite: ECON 1010 or ECON 1011 or equivalents.

Managers of any business, must assess the market for the goods or services they produce and also for the inputs they use. The main goal of this class is to review the basic economic principles and institutions involved in the Canadian agricultural and food marketing system. This will include the following topics:

- review of basic microeconomics and mathematics
- frameworks for market analysis
- technology, input demand, output supply
- competition, monopoly
- government institutions in marketing
- futures markets
- commodity specific supply chains and issues

Grading: Grades will be based on a mid-term exam, a final exam, lecture quizzes, a marketing proposal and take home assignments.

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|--------------------|------------|
| Review Questions | 10% |
| Quiz | 9% |
| Mid-term | 20% |
| Assignments | 10% |
| Marketing Proposal | 15% |
| Final | <u>36%</u> |
| | 100% |

Lecturing Plan: This schedule is subject to change at the discretion of the instructor and/or based on the learning needs of the students but such changes are subject to Section 2.8 of the – [ROASS](#)- Procedure. In the beginning of the semester we will review the basic marketing frameworks and the microeconomics and mathematics of prices and markets. These topics will be tested by assignments, a quiz (Mid Feb.) and in the Midterm (early Mar.). These basic techniques will then be applied to specific Canadian supply chains, and various government interventions in the market. The final exam will be comprehensive, but will focus on applying marketing frameworks and on applied microeconomics. Two in-class quizzes will be held, one on opening day and the other in early February. **For late assignments and missed exams a grade of zero will be given unless a medical note is provided.**

Review Questions: iClicker Cloud/Reef will be used in lectures to measure participation and understanding. Several multiple choice questions will be asked per lecture. Students are to respond individually via iClicker Cloud/Reef Phone or Web App. Each question will be out of two marks: 1 for answering anything at all and 1 for responding with the correct answer. Students need to create an iClicker account, register, and acquire a subscription. *iClicker will be used starting in the third class but will only count for marks starting Thursday October 9th. Marking will be as follows:

- If a student obtains 75% or more of the total iClicker marks: 6/6
- If a student obtains 50%-74% of the total iClicker marks: 4/6
- If the student obtains 0%-49% of the total iClicker marks: 0/6

PeerWise will be introduced within the first three weeks of the class. This is a tool to generate Multiple Choice Questions. You will be required to **generate 10 Multiple Choice Questions and evaluate 10** Multiple Choice Questions regarding course material prior to the start of the Marketing

Presentations to get full grades for this section (4%). At least 20% of the questions for the Final will come from this pool.

Marketing Proposal: The marketing proposal required for this course will be a group assignment (groups will be assigned). It consists of two main parts – a written brief on your marketing idea and a detailed presentation made in class. Group members can take different rolls, but your contribution will be assessed by your group members.

Text: The assigned text for this class is ***Marketing of Agricultural Products by Kohls and Uhl.***

Supplemental texts: The microeconomics and mathematics used in the class are presented in many introductory micro texts - one good text is ***Microeconomics with Calculus by Binger and Hoffman.*** **I will only test you on material presented in class. I believe you learn more from taking notes so I will not normally be supplying notes.**

Referencing: When using outside sources, your assignments should use the APA reference style. In the Text note your source where the source is used in the report. For example:

Supply chains controlled by retail sectors that compete on price have been shown to offer better prices to producers to insure steady supplies than those controlled by processors (Sexton, 2013).

Then, note the details of the reference in a section at the end of the report labeled **References**. For example:

References

For an article:

Sexton, R. J. (2013). Market power, misconceptions, and modern agricultural markets. *American Journal of Agricultural Economics*, 95(2), 209-219.

Online Sources:

Manitoba Agriculture. (2016). Guidelines for Estimating Crop Production Costs - 2016. http://www.gov.mb.ca/agriculture/business-and-economics/financial-management/pubs/cop_crop_production.pdf (accessed May 2, 2016).

Books:

Intriligator, M. (1972) *Mathematical Optimization and Economic Theory*. Prentice Hall, Englewood Cliffs, N.J.

Academic Honesty: All university of Manitoba guidelines for academic honesty apply in this class. Students are expected to do their own assignments and exams. Plagiarism or any other form of cheating in examinations, or term tests is subject to serious academic penalty. A student found guilty of contributing to cheating in examinations, term tests or assignments is also subject to serious academic penalty (see the University of Manitoba's Undergraduate calendar under General Academic Regulations and Requirements).

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