AEC 320 - AGRICULTURAL PRODUCT MARKETING & SALES  
FALL 2012  
TU & TH 8:00-9:15 am, 227 C. E. Barnhart Building

Instructor: Lynn W. Robbins  
Office: 319 C.E. Barnhart Building, Department of Agricultural Economics  
Phone: (859) 257-7286  
E-mail: lrobbins@uky.edu  
Office Hours: TU & TH 9:30-11:00 am or by appointment. Feel free to come by anytime. I have an open door policy.

Teaching Assistant: Stephanie Johnson  
Office: 338 C. E. Barnhart Building, Department of Agricultural Economics  
Phone: (859) 257-7272 ext. 268  
E-mail: stephanie.m.johnson@uky.edu  
Office Hours: TU & TH 9:30-11:00 am or by appointment

WEB ADDRESS: http://www.uky.edu/Classes/AEC/320 This website and e-mail will be used for communications. Please check this website and your e-mail regularly for announcements. Please, use your “uky.edu” e-mail address.

COURSE PREREQUISITE: Food and Agricultural Marketing Principles (AEC 305).

COURSE OBJECTIVES - Sales transactions and techniques will be presented that will enhance your understanding of the sales process, effective sales approaches, and sales systems. You will actively observe the sales process through the shadowing of a professional salesperson. You will have the opportunity to:
1. Learn advanced marketing principles and concepts including new product development, cycles, positioning and strategy.
2. Apply the principles and concepts to an actual agricultural products and services
3. Learn principles and techniques for effective sales of agricultural products
4. Increase your understanding of sales the sales process

By semester's end you will be able to:
- Describe steps involved in developing, managing, and marketing products.
- Describe steps involved in professional sales.
- Use and explain procedures for implementing effective sales.

COURSE SUPPORT MATERIALS
Required Text:  
Downey, W. Scott, W. David Downey, Michael A. Jackson and Laura A. Downey,  
ProSelling: A Professional Approach to Selling in Agriculture and Other Industries,  
Henderson Communications L.L.C., publishers, Chesterfield MO, copyright 2011.

Supplemental Text:  
Other selected readings will be distributed throughout the course from newspapers, professional and trade journals, as well as social and other media. (three ring binder?)

POLICIES

Attendance: Although not required it is expected that you will attend each class. Every year for ten years there has been a strong direct statistical correlation between attendance and grades. You could miss in-class graded exercises. If you miss class and wish to make up in-class work, acceptable reason for excused absences are listed in the University handbook, Student Right and Responsibilities.

Participation: This course is designed to foster class discussion, an interchange of ideas, and critical thinking. The key to this approach is that you prepare before class and are willing to share your viewpoints. You are expected to volunteer comments and questions; in addition, you will be chosen at random to contribute to the discussion or to answer questions. Special emphasis will be placed on the days we discuss article assignments, case studies and do role plays. Reading assigned chapters and articles before coming to class will help you be ready to discuss the material.

Major Assignments: Written and oral presentation assignments are due on or before the date assigned. Exercises, project reports, and exams are to be submitted and taken by all students on the dates assigned. Late exercises and reports will only be accepted if you have an excused absence. If you have an excused absence, you are asked to submit your work before the deadline.

All material submitted for evaluation should be legible, TYPEWRITTEN, spelling and grammar checked and well presented.

Examinations: Test questions will include multiple choice, true/false, short answer, problems, and essay. Lectures, reading materials, and project assignments will be included in both the mid-term and the final exams. Exams will be given as scheduled. Only in extreme cases will a make-up exam be given. Make-up exams will only be given for reasons that meet University of Kentucky criteria. Expect the make-up exam to be more difficult than the regular exam. I work hard at making exams clear and straightforward. Time does not allow me do the same for make-up exams.

Changes in the Syllabus: There are times when changes to the syllabus are unavoidable. I reserve the rights to make changes to the planned class schedule, exam schedule, the grading scale, or class requirements, if necessary. You, as a student, are responsible for being aware of changes made during the semester.

Classroom Etiquette ???

Academic Misconduct: PLAGIARISM and CHEATING are serious academic offenses. The minimum penalty for those academic offenses is a final grade E in the course. If appropriate, the student may also be suspended, dismissed, or expelled. (Academic misconduct is not worth the risk.) The University regulations pertaining to this matter can be found at http://www.uky.edu/StudentAffairs/Code/ Part II, Selected Rules of the University Senate
Governing Academic Relationships, Section 6.3 is documented at the following website:
http://www.uky.edu/StudentAffairs/Code/part2.html

These rules in particular starts by saying:

**6.3.1 PLAGIARISM** All academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

**6.3.2 CHEATING** Cheating is defined by its general usage. It includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding himself/herself or another on any academic work which is considered in any way in the determination of the final grade. Any question of definition shall be referred to the University Appeals Board.

**ADA Statement (Students with Disabilities):** Students with disabilities should provide the instructor with a letter from the UK Disability Resource Center (DRC) which certifies the need for exam or classroom accommodations. It is the student's responsibility to register with the DRC which will verify the disability and need for accommodations. For additional information, contact the DRC at 257-2754. Website:
http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/

**GRADING**

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<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>%</th>
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<tbody>
<tr>
<td>Mid-Term Exam</td>
<td>100</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
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<td>20%</td>
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<tr>
<td><strong>Market Analysis &amp; Shadowing Project</strong></td>
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<td><strong>Phase I - The Market Analysis (100 points)</strong></td>
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<td>Assignment # 1: Company, Product &amp; Sales Person Choice</td>
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<td>Assignment # 2: Market Analysis Project Report</td>
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<td>Customer Interviews</td>
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<td>85</td>
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<tr>
<td>Background</td>
<td>15</td>
<td>80</td>
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<td>Value Delivery System</td>
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<td><strong>Phase II - The Shadowing Project (115 points)</strong></td>
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<td>Assignment #3 Phase II Shadowing Report</td>
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<td>115</td>
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<td>Assignment # 4 Shadowing Report Presentation</td>
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<td>Bonus - Salesperson's Evaluation</td>
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<tr>
<td><strong>Exercises</strong></td>
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<tr>
<td>Your Information</td>
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<td>Class Participation</td>
<td>25</td>
<td>100</td>
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<tr>
<td>Summary Reports/1-minute papers/in-class quizzes/Role Plays</td>
<td>70</td>
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<td><strong>TOTAL POINTS</strong></td>
<td>500</td>
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The following cumulative point totals will assure the corresponding final grade:

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<th>Points</th>
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<tbody>
<tr>
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<td>400</td>
<td>80% and up</td>
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<td>350</td>
<td>70% and up</td>
<td>C</td>
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<td>300</td>
<td>60% and up</td>
<td>D</td>
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<tr>
<td>&lt;300</td>
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<td>E</td>
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EXERCISES
1) Your Information & 5 digit ID (5 points): Due in class on Tuesday, August 28.
2) Marketing and Sales Project (200 points): Tuesday October 2, Tuesday November 27 and Thursday November 29. Two papers and a final presentation
4) Summary Reports/1-minute papers/In-class Quizzes/Role Plays (50 points): You will be asked to participate in one-minute papers, reading assignments and summaries, quizzes and role plays
5) Class Participation (25 points): You can earn up to 25 points for participating in class discussions. You will be called on occasionally. Your best bet for getting all 15 points will be to voluntary speak about issues being discussed.

KEY DATES:
August 23, 2012, Thursday - First day of class
October 2, 2012, Tuesday, Assignment #2 the phase I market analysis project is due
October 11, 2012, Thursday, 8:00am-9:15 a.m. Mid-Term Exam
October 15, 2012, Monday, Evaluation of your performance in the class will be posted
November 6, 2012, Tuesday no class presidential election
November 22, 2012, Thursday, No Class, Thanksgiving Holiday
November 27, 2012, Tuesday, Assignment #3 shadowing project summary report due
November 27 & 29, Tuesday and Thursday Project Presentations
December 6, 2012, Thursday, Last Day of Class
December 12, 2012, Wednesday, 8:00 a.m. Final Exam parallel

Please do not hesitate to ask questions. If you have problems, come and see us. Feel free to stop by our offices. Work Hard & Have Fun!!!