

AGEC350: Agricultural and Food Marketing in Italy

Syllabus, Fall 2024

UTM in Siena

Instructor: Anthony R. Delmond, PhD
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Class Time: TBD
Office Hours: TBD or by appointment
Credits: 3.0
Prerequisites: N/A

Course Description:

This is an applied course examining agricultural and food marketing in Europe. Theory and practice of marketing agricultural commodities, as well as factors impacting the mobility of agricultural products, labor, and inputs, will be addressed. Specific emphasis will be placed on trade policies of European agricultural producers, value-added products, distributional issues and trade barriers, and market structures in European agriculture. Regional branding and pricing strategies will also feature in both classroom lecture/discussions and experiential learning opportunities.

Course Objectives and Learning Outcomes:

The primary objective of this course is to introduce students to important topics and issues in agricultural and food marketing in Italy and European countries more broadly. Throughout this course, students will:

- learn the terminology of marketing and trade;
- become familiar with the European supply chain and basic issues in the marketing of food products throughout Europe;
- begin to understand how agricultural marketing works in Europe, as well as the role of regional branding, social norms around food (i.e., the slow food movement, GMOs and organic production, and buying local);
- become more cognizant of the differences between European and U.S. farming and marketing processes, including differences in marketing management;
- develop their analytical skills through data collection and statistical analysis; and
- expand their ability to effectively communicate information through writing, presentation, and group work.

Course Resources:

This course will require students to have access to a computer (not just a smartphone), word-processing software (e.g., MS Word), presentation software (e.g., MS PowerPoint), and MS Excel (for data analysis). Since there will be an experiential learning component involving travel and external sites, students are expected to navigate between destinations – some on their own around Siena/Tuscany. Students are encouraged to obtain access to physical maps and/or mapping apps for these activities.

Course Design/Delivery:

Content for this course will be delivered in a semi-hybrid fashion, with a mix of in-class lectures, off-site talks, and off-site experiential learning opportunities (excursions). Students are expected to attend all lectures and off-site opportunities.

Required Materials:

Text: There is no *required* textbook for this course.

Additional Readings:

Any other literature distributed throughout the semester is considered required unless otherwise stated by the instructor.

Assessments:

Assignments, Quizzes, and Participation: There will be assignments and quizzes throughout the semester. Participation in every class, whether on-campus or off-site, is mandatory. Since this is a study abroad course, participation/attendance will be a substantial part of the course grade.

Experiential Learning Opportunities: Since the bulk of this course will be taught in Italy, there will be numerous excursions and experiential learning opportunities outside of the classroom. Students are **required** to participate in these activities. A detailed schedule will be provided separately close to the departure date, though these will be subject to change (for weather, transportation strikes, etc.). There will typically be reflections or separate assignments related to these experiential learning activities.

Projects: Students will be expected to choose some aspect of Italian marketing to study throughout the semester. There will be benchmarks along the way to keep students on track. The first will be a proposal where students will “request/propose” a topic they would like to study, including proposed length, deliverables, and marketing/economic concepts to be addressed. Some brief example topics follow:

- In-depth industry study examining the supply chain, policy and trade issues, and domestic/foreign competition in the industry.
- Analysis of differences in marketing practices for a specific commodity between Tennessee and Italy.
- Examination of a region in Italy, identifying products/producers, market structure, marketing issues, and mapping out trade patterns for those commodities.
- Analysis of a current Italian or EU policy affecting agricultural production/marketing.

Exams: There will be two exams in the class – a midterm and a final. These exams will be cumulative, and they will be used to assess whether students have met the instructor’s expectations concerning learning outcomes.

Exam Dates (subject to change):

Midterm Exam	TBD
Final Exam	TBD

Grading Policy:

Assignments and Classroom Participation	25%
Experiential Learning Opportunities	25%
Projects	25%
Exams	25%

Course grades will be determined using the following scale:

A	90–100%
B	80–89.99%
C	70–79.99%
D	60–69.99%
F	0–59.99%

Scores will be updated in Canvas on a regular basis.

Contacting the Instructor:

Students are encouraged to ask questions in class. This is important as students often have similar questions and addressing them in class is the most efficient option for everyone. Students may also ask questions during office hours and by email. **If you send an email, please include “AGEC350” in the subject line.** The instructor will usually answer all emails within one business day (unless I am away from the office). You should try to complete all assignments well in advance of deadlines in case you have questions. The instructor cannot guarantee availability to answer questions shortly before deadlines.

Attendance Policy & Classroom Expectations:

Be Prepared: Participation is included in the course grade, so skipping discussions or readings/lectures is usually a suboptimal decision. Students are expected to complete all assigned readings. Referring to lectures, videos, and any assigned readings will give students a better understanding of the course content and make for more active and meaningful class discussions. Participation and discussion enhance student learning.

Be Professional: Each student is expected to be a positive member of and contributor to the class. Students are expected to be courteous and participate in a manner that facilitates a positive learning environment for everyone. Mutual respect and collaborative effort are essential. Regarding professional communication, emails (and written class discussions/communications) should *never* include text-like abbreviations or slang (for example, "LOL"). It is beneficial for you as a student to practice formal communication to better prepare for a professional career. An email should include a salutation or greeting, a body with proper and appropriate grammar, and a signature. Please practice formal communication with other students and certainly with all of your UTM professors!

Be Honest: In addition to the University policies outlined below, I include a comment on honesty. While I do not expect to have any issues in this class, instances of cheating have generally been on the rise since the beginning of the COVID-19 pandemic.

Cheating. Cheating will not be tolerated in this course. This includes acquiring answers, using "cheat sheets," cell/smart phones, or providing answers to others during examinations or assigned work, unless otherwise specified by the instructor.

Plagiarism. Presenting work or ideas of another individual without giving credit and proper documentation is plagiarism. According to Richard L. Saunders from the UTM Paul Meek Library, "Plagiarism is using others' ideas or words without clearly acknowledging the source. Boiled down, plagiarism means passing off someone else's work or ideas as your own, whether or not the source is identified. Copying all or part of a Website, document, or presenting an image without a correct citation, constitutes plagiarism." Consult the following Website if you have questions about plagiarism: <https://libguides.utm.edu/plagiarism>.

ChatGPT/AI. The use of ChatGPT and/or any other AI technology in writing (for papers, discussions, essays, assignments, exams, etc.) is strictly prohibited unless otherwise directed by the instructor. There are currently many detection options available for faculty, and some of the assignments/exams will be processed directly through a detection program. If the instructor suspects a student of using AI technology, disciplinary action will be assessed as with any other form of cheating.

Cheating, plagiarism, and the use of ChatGPT/AI are serious offenses. If you are caught doing any of these, you will receive an automatic failing grade for the course and the case will be referred to the Office of Student Conduct.

Instructor Responsibilities:

The instructor agrees to be prepared, professional, respectful, honest, and fair. It is the instructor's responsibility to ensure that students can gain a clear understanding of the course material and to be fair and consistent in grading. The instructor agrees to be available for additional help and to be conscious of the learning pace of the class (and adapt the pace as necessary). I am here to help you! Please do not hesitate to contact me if you need extra assistance.

Illness and Health-related Policies:

This class will adhere to any State, University, Italian, and EU policies regarding COVID-19 and other health-related precautions. For example, any EU masking policy in effect will be observed in this classroom by students, faculty, and guests. Failure to adhere to this policy will result in removal from the classroom and a referral to the Office of Student Conduct, similar to any other class disruption. Regarding health-related absences, students are responsible for making up all assignments within a reasonable timeframe (to be determined on a case-by-case basis by the instructor). Illnesses will follow the normal procedures (doctor's notes, etc.). To ensure you are able to earn credit for missed assignments, **keep the instructor informed.**

Disclaimer:

This syllabus may be adjusted during the semester at the instructor's discretion.

University Policies & Resources

Academic Integrity: The University of Tennessee at Martin has chosen as its primary objective quality undergraduate education. Commitment to this objective must include an obligation by all members of the University community to promote and protect the highest standards of integrity in study, research, instruction and evaluation. Dishonesty or unethical behavior does not belong at an institution dedicated to the promotion of knowledge and learning. Integrity of the academic process requires fair and impartial evaluation by faculty and honest academic conduct by students. Specific integrity attributes can be found at: <https://www.utm.edu/offices-and-services/student-conduct/academic-integrity.php>.

Standard of Conduct: When persons enroll in the University of Tennessee at Martin, they retain the rights and duties of a citizen. Additionally, they must assume the duties and observe the regulations imposed by the University community. Specific conduct attributes can be found at: <https://www.utm.edu/offices-and-services/student-conduct/>.

Disability Services: The University of Tennessee provides reasonable accommodations (academic adjustments and auxiliary aids) to ensure equal access to educational content and university programs for students with disabilities. If you have a disability that may require assistance or accommodation, or if you have questions related to any accommodations for testing, notetaking, reading, etc., please speak with the instructor as soon as possible. Students who are eligible for and who request accommodations through the Office of Disability Services must provide instructors with a **letter of accommodation** (sent directly from the Student Success Center). If you need a letter of accommodation for the semester or if you think you may have a learning disability, contact Wendy Elliott in the Accessibility Resource Center located in the Student Success Center, 206 Clement Hall, (731) 881-7195 (<https://www.utm.edu/offices-and-services/accessibility-resource-center/>).

Emergency Alerts: Though the probability of incurring a campus emergency is minimal, students are encouraged to familiarize themselves with various emergency alerts and evacuation procedures in case of emergency. Since we will be travelling abroad and UTM Rave Alerts will not provide local information for Italy, we will use WhatsApp or a similar group messaging system to keep students aware of what is going on in the area.

Non-Discrimination Statement: The University of Tennessee at Martin is an equal employment opportunity institution and does not discriminate based upon race, color, or national origin. The University's Office of Equity and Diversity has adopted a policy and procedures to provide students and employees, who feel that they have experienced discrimination but are uncertain as to whether a complaint is justified or whether they wish to initiate a formal complaint, the opportunity to discuss their concerns confidentially and informally with the Equity and Diversity Officer/Title VI Coordinator for prompt and equitable resolution of discrimination complaints.

All qualified applicants will receive equal consideration for employment and admission without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation,

gender identity, age, physical or mental disability, genetic information, veteran status, and parental status. In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, the University of Tennessee at Martin affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the university. Inquiries and charges of violation of Title VI (race, color, and national origin), Title IX (sex), Section 504 (disability), the ADA (disability), the Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the Office of Equity and Diversity, 544 University Street, #303, Martin, TN 38238, telephone 731-881-3505. The ADA Coordinator at the Office of Equity and Diversity can be found at <https://www.utm.edu/offices-and-services/office-of-equity-and-diversity/>.

Useful Resources:

The **Hortense Parrish Writing Center** (<https://www.utm.edu/offices-and-services/hortense-parrish-writing-center/>) offers free, non-credit, tutorial instruction to UTM students who need help with any stage of the writing process, including brainstorming, outlining, organization, drafting, revision, research, creative writing, source citation, and grammar. Virtual tutoring appointments (via Zoom) are available, so feel free to send them a virtual-tutoring appointment request (owl@utm.edu). Questions can be sent to the same email address or you can call (731) 881-7277.

The Paul Meek Library (<https://www.utm.edu/academics/library/>) is an excellent resource for students with skilled staff available to help students find what they need. Services and aid are available online.

In addition to your department faculty advisor, the University offers Student Support Resources (<https://www.utm.edu/offices-and-services/student-success-center/transfer-student-support-services.php>), including help and information on registration, fees, financial aid, and student health and counseling services. You are welcome to talk with your faculty advisor or any instructor regarding issues you may be facing.

Lauren's Promise: I will listen and believe you if someone is threatening you.

Lauren McCluskey, a 21-year-old honors student athlete and the daughter of my PhD committee chair, was murdered on Oct. 22, 2018, by a man she briefly dated on the University of Utah campus. We must all take action to ensure that this never happens again.

If you are in immediate danger, call **911** or the appropriate emergency services number for your area.

If you are experiencing sexual assault, domestic violence, and/or stalking, please report it to me and I will connect you to resources or call the Tennessee Domestic Violence Hotline at (800) 356-6767, WRAP (Women's/Men's Resource and Rape Assistance Program) at (800) 273-8712, or Pathways Crisis Hotline (800) 372-0693.

Any form of sexual harassment or violence will not be tolerated at the University of Tennessee at Martin. UTM has instituted procedures to respond to violations of these laws and standards, programs aimed at the prevention of such conduct, and intervention on behalf of the victims.^{***}

UTM police officers will treat victims of sexual assault, domestic violence, and stalking with respect and dignity. Confidentiality is of the utmost importance and UTM police will assist by providing resources to victims. In addition to its law enforcement efforts regarding sexual assault, domestic violence, and stalking, UTM police refer victims to the appropriate university and/or local community counseling and other resources devoted to assisting victims.

Advocates help survivors determine their own needs in regard to their physical and emotional health, reporting options, and academic concerns. They connect survivors to campus and community services, and provide accompaniment to important appointments (court, hospital, and police) and support throughout the process. UTM police can also connect you with advocacy services, if desired. A local advocacy group is <https://www.tnvoicesforvictims.org/>.

Other confidential resources include UTM [Student Health and Counseling Services](#). Information shared with UTM counselors will not be provided to UTM police without expressed permission from you. If you are an online student and cannot arrange counselling services at the UTM campus, I would be happy to help you gain access to similar services in your area.