



EAST TEXAS A&M

AEC 550.01W – MARKET ANALYSIS AND STRUCTURE
COLLEGE OF AGRICULTURAL SCIENCES AND NATUAL RESOURCES
SPRING 2026

COURSE SYLLABUS

Instructor

Name: Dr. Jose Lopez, Professor of Agribusiness
Office location: Agricultural Science Building, Room 231
Office phone: (903) 886-5623
Office fax: (903) 886-5990
University email address: Jose.Lopez@etamu.edu

Class Time

Web Based Course (myleonline.tamuc.edu)

Office Hours

For immediate consultation, I will be available in my office Tuesdays and Thursday from 11:00 a.m. – 12:00 p.m. (noon), 1:00 – 2:30 p.m., and by appointment. The best way to contact me is via email at Jose.Lopez@etamu.edu. You can also email me from D2L (myleonline.tamuc.edu). I generally answer emails within 48 hours. Students who email me after 5:00 PM can expect to receive a reply within 48 hours starting at 8:00 am of the next business day (M-F). Students who email me during holidays or over the weekend should expect a reply within 48 hours from 8:00 am of the next regularly scheduled business day.

COURSE INFORMATION

Required Text

Marketing Planning: Where Strategy Meets Action by Stephen Sorger. Prentice Hall, New York, 1st Ed., 2011. (ISBN-10: 0132544709 or ISBN-13: 978-0132544702)

Prerequisites

None

Course Description

Managerial strategies, marketing decision-making process, analyses of marketing opportunities and challenges, agricultural firms, food distribution industry, marketing system, agricultural firms under imperfect market conditions, sources of imperfections, and welfare considerations under imperfect market conditions.

Student Learning Outcomes

- Select and develop analyses of marketing opportunities and challenges
- Understand the marketing system and ongoing changes
- Develop a marketing plan
- Communicate findings for both a private and public institutional settings

Topics

Chapter 1. The Planning Process

- Structure of the marketing plan

Chapter 2. Objectives

- Objectives, organization's mission, competitive advantages

Chapter 3. Market Overview

- Market description, size, trends, forces

Chapter 4. Market Segments

- Market segmentation, targeting, positioning

Chapter 5. Competitive Landscape

- Competitive framework, competitive research

Chapter 6. Strategy

- Market opportunities, strategy, marketing mix

Chapter 7. Products and Services

- Product/service tactics, value proposition, differentiation

Chapter 8. Pricing

- Pricing tactics, objectives, approaches

Chapter 9. Distribution

- Distribution intensity, levels, logistics

Chapter 10. Promotion

- Promotion tactics, integrated marketing communications, promotion vehicles

Chapter 11. Finance

- Break-even point, proforma operating income statement, capital budgeting analysis, marketing budget

Chapter 12. Implementation

- Project schedules, control metrics, contingency plans

Chapter 13. Sample Marketing Plans

- Report-based marketing plan format, ten-slide marketing plan format

GRADING

Grading

<u>Item</u>	<u>Percentage</u>
Quizzes	30.00%
Assignments	30.00%
Discussions	30.00%
Marketing Plan Presentation	10.00%
	<hr/> 100.00%

Grading Scale

<u>Range</u>	<u>Grade</u>
90-100.00	A
80-89.99	B
70-79.99	C
60-69.99	D
Less than 60	F

Quizzes

Quizzes will test the students' understanding of the class material covered in each chapter. Students will be required to submit their individual answers via MyLeoOnline no later than 11:59 PM on the due date (see Course Calendar below).

Assignments

A series of assignments will help students develop a marketing plan.

Discussions

Students will be required to participate in discussion boards via MyLeoOnline no later than 11:59 PM on the due date (see Course Calendar below).

Marketing plan presentation

Students will record a 10-15 minute presentation of their marketing plan using the ten-slide marketing plan format.

Class preparation

It is the student's responsibility to read and study all class materials and book chapters, to complete and submit quizzes, assignments, and participate in class discussions in-time before the deadline. Students are strongly encouraged to contact the instructor if they have any questions or comments.

TECHNOLOGY REQUIREMENTS

This course will be offered online using D2L, the learning management system used by East Texas A&M University. Students will be required to download PDF Handouts of the PowerPoint presentations and other important class material from the D2L website for the course.

Learning Management System

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

Panopto

<https://inside.tamuc.edu/facultyStaffServices/academicTechnology/educational-technology/panopto.aspx>

ACCESS AND NAVIGATION

This course will be offered using D2L, the learning management system used by East Texas A&M University. To log into the course, go to: myleoonline.tamuc.edu

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

The primary form of communication with the class will be through course Announcements and emails. Any changes to the syllabus or other important information critical to the class will be disseminated to students via class Announcements and/or via email through your official university email address available to you through MyLeo. It will be your responsibility to check the course Announcements and your university email regularly.

I generally answer emails within 48 hours. Students who email me after 5:00 PM can expect to receive a reply within 48 hours starting at 8:00 am of the next business day (M-F). Students who email me during holidays or over the weekend should expect a reply within 48 hours from 8:00 AM of the next regularly scheduled business day.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures

Academic Honesty

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including (but not limited to) receiving a failing grade on the assignment, the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. In **ALL** instances, incidents of academic dishonesty will be reported to the Department Head. Please

be aware that academic dishonesty includes (but is not limited to) cheating, plagiarism, and collusion.

Cheating is defined as:

- Copying another's test or assignment
- Communication with another during an exam or assignment (i.e. written, oral or otherwise)
- Giving or seeking aid from another when not permitted by the instructor
- Possessing or using unauthorized materials during the test
- Buying, using, stealing, transporting, or soliciting a test, draft of a test, or answer key

Plagiarism is defined as:

- Using someone else's work in your assignment without appropriate acknowledgement
- Making slight variations in the language and then failing to give credit to the source

Collusion is defined as:

- Collaborating with another, without authorization, when preparing an assignment

If you have any questions regarding academic dishonesty, ask. Otherwise, I will assume that you have full knowledge of the academic dishonesty policy and agree to the conditions as set forth in this syllabus.

Attendance Policy

Students are expected to attend class and actively participate. Student participation/activity will be monitored by the professor. Students should plan to dedicate approximately 15-20 hours/week of time to this course.

APA Citation Format Policy

It is very important that you learn how to cite properly. In some ways, citations are more important than the actual text of your paper/assignment. Therefore, you should take this task seriously and devote some time to understanding how to cite properly. If you take the time to understand this process up front, it will save you a significant amount of time in the long run (not to mention significant deductions in points).

In the social and behavioral sciences, we generally follow the APA (American Psychological Association) formatting style. As a rule of thumb, one cites whenever they are paraphrasing other people's words or when they quote other's words directly. You may learn to cite from a variety of different sources including the APA Tutorial and the sources listed below and in the Getting Started section of your course.

www.apastyle.org

<http://owl.english.purdue.edu/owl/resource/560/02/>

www.library.cornell.edu/resrch/citmanage/apa

It is the student's responsibility to understand how to cite properly. If you have questions, feel free to ask.

Late Work

It is the student's responsibility to plan accordingly and submit their assignments in a timely

manner. Class assignments will be announced. The instructor reserves the right to assign a grade of zero to any late assignment.

Drop Course Policy

Students should take responsibility for dropping themselves from the course according to University policy should this become necessary.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

ETAMU Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Counseling Center

A student that faces a crisis or a serious and unforeseeable event that affects his/her class performance must contact the Counseling Center, Halladay Student Services Building, Room 204,

Phone (903) 886-5145. If important class material or course assignments are missed because of such crisis or event, the student must contact the instructor as soon as possible.

Website: <http://www.tamuc.edu/campusLife/campusServices/counselingCenter/>

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit the following website.

Website: www.tamuc.edu/counsel

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

East Texas A&M University

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@etamu.edu

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Website:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOffEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

AI Use Policy

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

IMPORTANT DATES

Date	Description
Jan 29, Monday	First day of classes.
Mar 11-13	Spring Break
May 1, Friday	Last day of classes.
May 2-8	Week of final examinations.

COURSE CALENDAR

Every effort will be made to adhere to the course calendar below. However, unforeseen circumstances may require changes to the course calendar. In that case, changes will be announced via University Email and in Announcements. The professor reserves the right to change the course calendar if necessary and depending on the progress of the class. I highly recommend that you follow the calendar outlined below **VERY CAREFULLY** so that you are sure to complete readings as assigned and turn your assignments in on time.

AEC 550.01W - MARKET ANALYSIS AND STRUCTURE
Course Calendar, Spring 2026
Web-Based Class

Week	Subject/Material Covered	Assignment Due By 11:59 PM on Date Provided
Week 1 Jan 29 – Feb 1	Syllabus, D2L Tutorial (MyLeo Online) CH01: The Planning Process	Quiz Assignment Discussion
Week 2 Feb 2 – 8	CH02: Objectives	Quiz Assignment Discussion
Week 3 Feb 9 – 15	CH03: Market Overview	Quiz Assignment Discussion
Week 4 Feb 16 – 22	CH04: Market Segments	Quiz Assignment Discussion
Week 5 Feb 23 – Mar 1	CH05: Competitive Landscape	Quiz Assignment Discussion
Week 6 Mar 2 – 8	CH06: Strategy	Quiz Assignment Discussion
Week 7 Mar 9 – 15	SPRING BREAK (No Class)	
Week 8 Mar 16 – 22	CH07: Products and Services	Quiz Assignment Discussion
Week 9 Mar 23 – 29	CH08: Pricing	Quiz Assignment Discussion
Week 10 Mar 30 – Apr 5	CH09: Distribution	Quiz Assignment Discussion
Week 11 Apr 6 – 12	CH10: Promotion	Quiz Assignment Discussion

Week 12 Apr 13 – 19	CH11: Finance	Quiz Assignment Discussion
Week 13 Apr 20 – 26	CH12: Implementation	Quiz Assignment Discussion
Week 14 Apr 27 – 3	CH13: Sample Marketing Plans	Quiz Assignment Discussion
Week 15 Apr 2 – 8	Marketing Plan Presentations	