

Title: A Client-based Hydroponics Marketing Project in an Agribusiness Course

Final Report

Program: STEM Center Teaching Enhancement Grants - Scholarship of Teaching and Learning

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Budget: \$1,991 (\$1,000 faculty stipend + \$100 mileage cost + \$91 grow kits + \$800 student stipend)

STEM Course: AGBU 4340 Agribusiness Marketing Section 1; **Enrollment in Spring 2023:** 23

A summary explaining which elements of the proposal were:

Completed according to plan

- I visited Moonflower Farm, purchased hydroponic grow kits, and made field trip videos in January 2023.
- Two student workers were hired for this project. They shared their past experience in developing marketing plans in January 2023 and developed an example of a marketing plan for a hydroponic grow kit in March 2023, together with another student in the class.
- The two student workers (together with another undergraduate student and a graduate student) participated in the student marketing competition at Annual National Agri-marketing Conference in St Louis, Missouri, in April 2023.
- The students watched three videos: 1) a virtual tour of the Moonflower greenhouse, 2) a presentation by the CEO of Moonflower Farms, and 3) a video of a Q&A session. They submitted a report on the virtual field trip.
- The 23 students were divided into 6 groups. They prepared 6 written marketing plans and recorded their oral presentations.



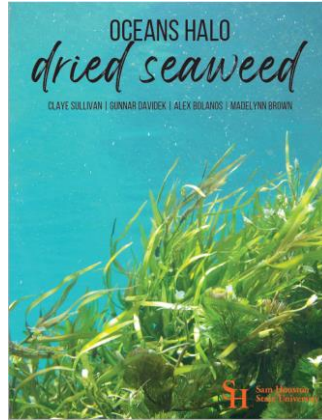
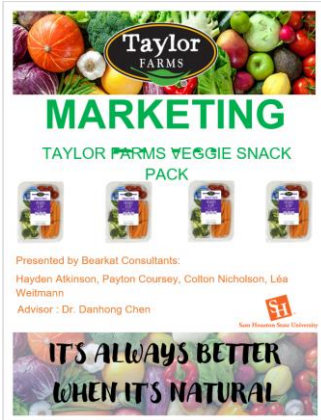
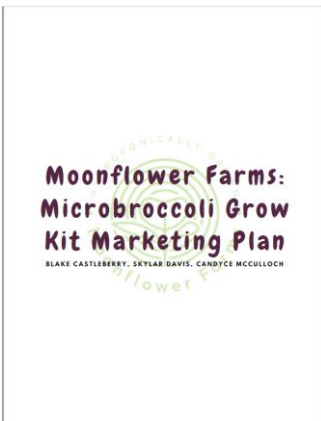
Modified from the original proposal

- A formal survey was not administered in the class because of a small sample size. Instead, a poll was used to gauge students' satisfaction with their experience in the class. Out of 23 students enrolled in the class, 22 students responded to the poll. On a scale from 1 (bad experience) to 10 (excellent experience), students' ratings of the class experience ranged from 7 to 10, with an average score of 9.
- Students did not meet with the CEO of Moonflower Farms virtually. Instead, Dr. Chen met with the CEO in person, asked some questions on behalf of the students, and recorded a Q&A video for students.
- I did not submit a proposal to the SHSU Teaching and Learning Conference (TLC) because the proposal was due before any results were collected in the class. Instead, I will submit an abstract to the Small Business Institute Annual Conference which will be held in April 2024.



Materials for one (or more) student learning activities sponsored by the grant

- The two student workers developed a marketing plan for a hydroponic grow kit and rebranded the product as an example for the class. The rebranded product was called Growly GO GRO kit. This marketing plan is enclosed as an artifact that can be featured on the STEM Center website.
- The six groups of students in the class made a total of 6 marketing plans. Three teams participated in the client-based project and prepared marketing plans for Moonflower grow kits. The other three developed marketing plans for vegetable snacks. The covers of those marketing plans are shown below.



Concluding discussion reflecting on results, lessons learned, dissemination plans, and directions for future development

The experiential-learning experience and client-based project were highly regarded by the students. More than half of the class (12 out of 22 student responses) gave a rating of 10 for their learning experience on a scale from 1 (bad experience) to 10 (excellent experience). Overall, their average rating of the learning experience was 9 out of 10. I will submit an abstract describing the client-based hydroponics marketing project to the Small Business Institute Annual Conference in Fall 2023. If accepted, I will present the results at the conference in April 2024.

Students were not able to visit the Moonflower hydroponic greenhouse in Houston. They would benefit more from the client-based project if they were able to visit in person. In the future, I will schedule a field trip to a local agribusiness and ask students to develop a marketing plan for the local client.