

structure, conduct and performance; marketing system efficiency and marketing bill components; over supply, marketing orders, grading and standards, and price stabilization; price forecasting, futures market trading, and risk management.

162. Commodity Futures Trading (3)

Prerequisite: Ag Ec 160. Speculation and the price discovery process; fundamental analysis and long-run decisions to hedge; technical analysis and short-run timing of crop/livestock sales; trend line charts utilizing moving averages; trading mechanics, price projection and development of futures trading plans.

163. Agricultural Export Marketing (3)

Prerequisite: Ag Ec 160. Determination of potential overseas markets for U.S. agricultural products through export marketing studies; foreign business environment and distribution channels; product preparation and transportation abroad; cultural-specific promotional and advertising programs; international sales agreements, financial transactions, plus banking and shipping documentation.

164. Agribusiness

Sales Management (3)

Prerequisite: Ag Ec 1. Marketing management strategies for stimulating business and consumer demand for agricultural goods and services; food and fiber merchandising using institutional, functional, value approaches; sales program organization and staff development for effective communication of product information and timely completion of transactions.

166. Agricultural Communications (3)

Prerequisite: Ag Ec 1. Agricultural news and information gathering and dissemination to food producers and consumers through print/broadcast media and computer networks; formulation of promotional programs, advertising campaigns, and public relations for agricultural industries and institutions; mass communications writing, editing; simulated videotape presentations.

168. Agricultural Marketing

Management Project (1-3; max total 3)

Prerequisites: Ag Ec 71, 164 (or equivalent) and permission of instructor. Marketing management principles in preparing marketing plan for annual National Agri-Marketing Association intercollegiate

competition; strategic planning for product development, sales projections, distribution channels, pricing tactics, promotion/advertising, market share analysis; focus group, survey research, oral/audio-visual team presentation. (2 activity hours per unit)

Decision Analysis (Ag Ec)

71. Agricultural Business Statistics (3)

Prerequisite: Students must take the ELM exam; students who do not pass the exam must record a grade of *C* or better in a college-taught intermediate algebra course. Application of descriptive statistics to analyze agricultural sector conditions; measures of central tendencies and dispersion, time series analysis, index numbers, seasonal variation, data collection and presentation, introduction to probability theory, and discrete and continuous probability distribution. General Education CORE, Quantitative Reasoning.

76. Agribusiness

Microcomputer Applications (3)

Prerequisite: intermediate algebra. Applied microcomputing for agribusiness management. Evaluation of alternative microcomputing systems and software. Use of an electronic spreadsheet and database management programs; applications to farm accounting, crop and livestock enterprise management, and agricultural financial planning. (2 lecture, 3 lab hours) (Computer lab fee, \$15)

78. Agricultural Systems Analysis (3)

Prerequisite: ELM requirement met. Functional relationships, marginal analysis and decision-making models in agribusiness; logic and probability in diagnosing problems, designing operations and achieving objectives; identification of procedures for efficient resource utilization.

170. Agribusiness Research Methods (3)

Prerequisites: senior standing or permission of instructor; Ag Ec 71, 76, 100, 120, 130, 160; upper-division writing skills requirement. Research methods applied to agricultural business; problem definition, hypothesis formulation, research design, data collection, and results analysis using descriptive and inferential statistics. A culminating project includes proposal, research, written report, and oral presentation of findings.

Special Topics (Ag Ec)

80. Undergraduate Research

(1-4; max total 4)

Prerequisites: Ag Ec 1 and permission of instructor. Directed study or research on particular problems in the field of agricultural economics and business. Consult department policies and procedures governing undergraduate research. Approved for *SP* grading.

85T. Topics in Agricultural

Business (1-3; max total 6)

Agricultural economics, farm management, agribusiness management, financial planning, agricultural development, public policy, product marketing, and decision analysis. Topics may require lab hours.

180. Undergraduate Research

(1-4; max total 4)

Prerequisites: Ag Ec 170 and permission of instructor. Directed study or research on particular problems in the field of agricultural economics and business. Consult department policies and procedures governing undergraduate research. Approved for *SP* grading.

185T. Topics in Agricultural

Business (1-3; max total 9)

Prerequisite: Ag Ec 1. Agricultural economics, farm management, agribusiness management, financial planning, agricultural development, public policy, product marketing, and decision analysis. Topics may require lab hours.

Industry Relations (Ag Ec)

192. Agricultural

Business Field Studies (2)

Prerequisite: Ag Ec 1. Business and economic functions performed by specialized agricultural agencies with emphasis on physical operating patterns. Field trips to production, marketing, and finance firms. Workshops with agribusiness managers. (1 lecture, 2 lab hours) (Field trip fee, up to \$75)

194. Agribusiness Internship

(1-8; max total 8)

Prerequisites: junior or senior standing and approval of internship committee. Emphasis on development of decision-making ability through industrial experience integrated with basic principles acquired in the classroom. *CR/NC* grading only.