

Product Marketing (AG EC)

66. Agricultural Communications (3)

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. (Formerly AG EC 166)

160. Agricultural Market Analysis (3)

Prerequisite: AG EC 1. Commodity transformation and product flow through processing and distribution channels; market 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.



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)

Prerequisites: ELM requirement. Study of statistical techniques and formal reasoning applications to management and social and agricultural sciences. Calculation, interpretation, critical evaluation, and historical relevance of quantitative tools, data analysis, and results including graphical presentations, descriptive and inferential statistics, hypothesis formulation and testing, and regression.

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)

78. Agribusiness

Quantitative 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. Advanced Agribusiness Applications (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.