

nology concerns; food industry regulation; international agricultural trade.

AGEC 153. Agricultural Trade (3)

Prerequisites: AGEC 2, 150. Comparative advantage, trade models, protectionist barriers and balance of payments; world agricultural trade patterns and international commodity agreements; domestic farm programs and foreign trade policies; surplus food aid and concessionary sales overseas; trade liberalization versus preferences issue and economic development.

AGEC 155. Environmental and Natural Resource Policy (3)

Economic analysis of public policies governing land use, water management, energy generation, mineral exploitation and forest administration; review of population pressures and resource conservation; examination of externalities, property rights issues, resource use planning, agricultural zoning, environmental regulations, and reclamation law.

Product Marketing (AGEC)

AGEC 64. Agricultural Sales and Promotion (3)

Principles and practices of selling agricultural products; merchandising techniques and sales approaches; customer prospecting and service; promotional programs, advertising campaigns, and public relations for agricultural industries and organizations; multimedia utilization strategies; written/oral communication abilities, and computer presentation skills development.

AGEC 160. Agricultural Market Analysis (3)

Prerequisite: AGEC 100 or permission of instructor. 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.

AGEC 162. Commodity Futures Trading (3)

Prerequisite: AGEC 160 or permission of instructor. Study of commodity futures and options markets; speculative trading and techniques of fundamental and technical analyses; crop and livestock hedging strategies for commodity procurement and marketing; integrating options and futures



trading for risk management; and development of futures trading plans.

AGEC 163. Agricultural Export Marketing (3)

Prerequisite: AGEC 160 or permission of instructor. 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.

AGEC 164. Agribusiness Sales Management (3)

Prerequisite: AGEC 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.

Decision Analysis (AGEC)

AGEC 71. Agricultural Business Statistics (3)

Prerequisite: ELM requirement met. 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.

AGEC 76. Agribusiness

Microcomputer Applications (3)

Applied microcomputing for agribusiness management; use of spreadsheet, database management, and presentation software; applications to basic farm accounting and financial budgeting, farm production recordkeeping, crop and livestock enterprise management, and commodity price trend tracking. (2 lecture, 3 lab hours)

AGEC 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.

AGEC 170. Advanced Agribusiness Applications (3)

Prerequisites: AGEC 110, 120, 130, 150, 160; upper-division writing skills requirement. Research methods applied to agricultural business; problem definition and solution formulation; data collection and analysis using statistics and other techniques. Culminating activities may include research proposal, feasibility study, project review, business plan, strategic management, case study; written reports and oral presentations.

Special Topics (AGEC)

AGEC 80. Undergraduate Research (1-4; max total 4)

Prerequisites: AGEC 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 RP grading.

AGEC 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.