

Agricultural Development (AGEC)**140. International Development and Agriculture (3)**

Comparative development of low- and high-income countries; policies/programs addressing inequality, poverty, malnutrition, disease, overpopulation, underemployment, pollution, globalization; structural, institutional, technological change; investment, trade, and aid strategies for growth; food production and distribution efficiency; environmentally sustainable, culturally compatible, economically viable agricultural systems.

Public Policy (AGEC)**150. Agricultural and Food Policy (3)**

Prerequisite: AGEC 1. AGEC 2 recommended. Analysis of public policies affecting the economics of U.S. and California agriculture; government programs influencing agricultural production, commodity distribution, market prices, farm income; environmental and natural resource issues; nutrition, food safety and biotechnology concerns; food industry regulation; international agricultural trade.

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.

155. Environmental and Natural Resource Economics (3)

Prerequisite: AGEC 1 or ECON 40. 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)**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.

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.

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.

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.

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.

168. Agricultural Marketing**Management Project (1-3; max total 3)**

Prerequisites: AGEC 71, 160, 164 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 (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.

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)