

for ecosystem survival and sustainable agriculture. (Formerly AGECE 151)

### AGBS 153. Agricultural Trade (3)

Prerequisites: AGBS 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. (Formerly AGECE 153)

### AGBS 155. Environmental and Natural Resource Policy (3)

Prerequisites: G.E. Foundation and Breadth Area D. 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. G.E. Integration ID. (Formerly AGECE 155)

### Product Marketing (AGBS)

#### AGBS 64. Agricultural Sales and Promotion (3)

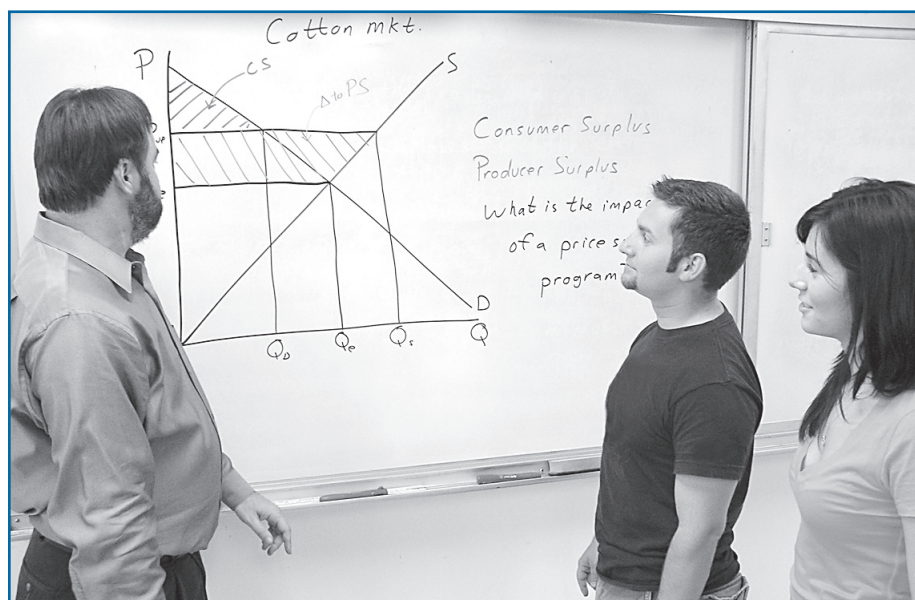
Principles and practices of selling agricultural products; merchandising techniques and sales approaches; customer prospecting and service; promotional programs, advertising campaigns, and public relations for agricultural industries and organizations; multimedia utilization strategies; written/oral communication abilities, and computer presentation skills development. (Formerly AGECE 64)

#### AGBS 160. Agricultural Market Analysis (3)

Prerequisite: AGBS 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. (Formerly AGECE 160)

#### AGBS 162. Commodity Futures Trading (3)

Prerequisite: AGBS 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. (Formerly AGECE 162)

#### AGBS 163. Agricultural Export Marketing (3)

Prerequisite: AGBS 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. (Formerly AGECE 163)

#### AGBS 164. Agribusiness Sales Management (3)

Prerequisite: AGBS 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. (Formerly AGECE 164)

### Decision Analysis (AGBS)

#### AGBS 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. (Formerly AGECE 71)

#### AGBS 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. (Formerly AGECE 76)

#### AGBS 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. (Formerly AGECE 78)